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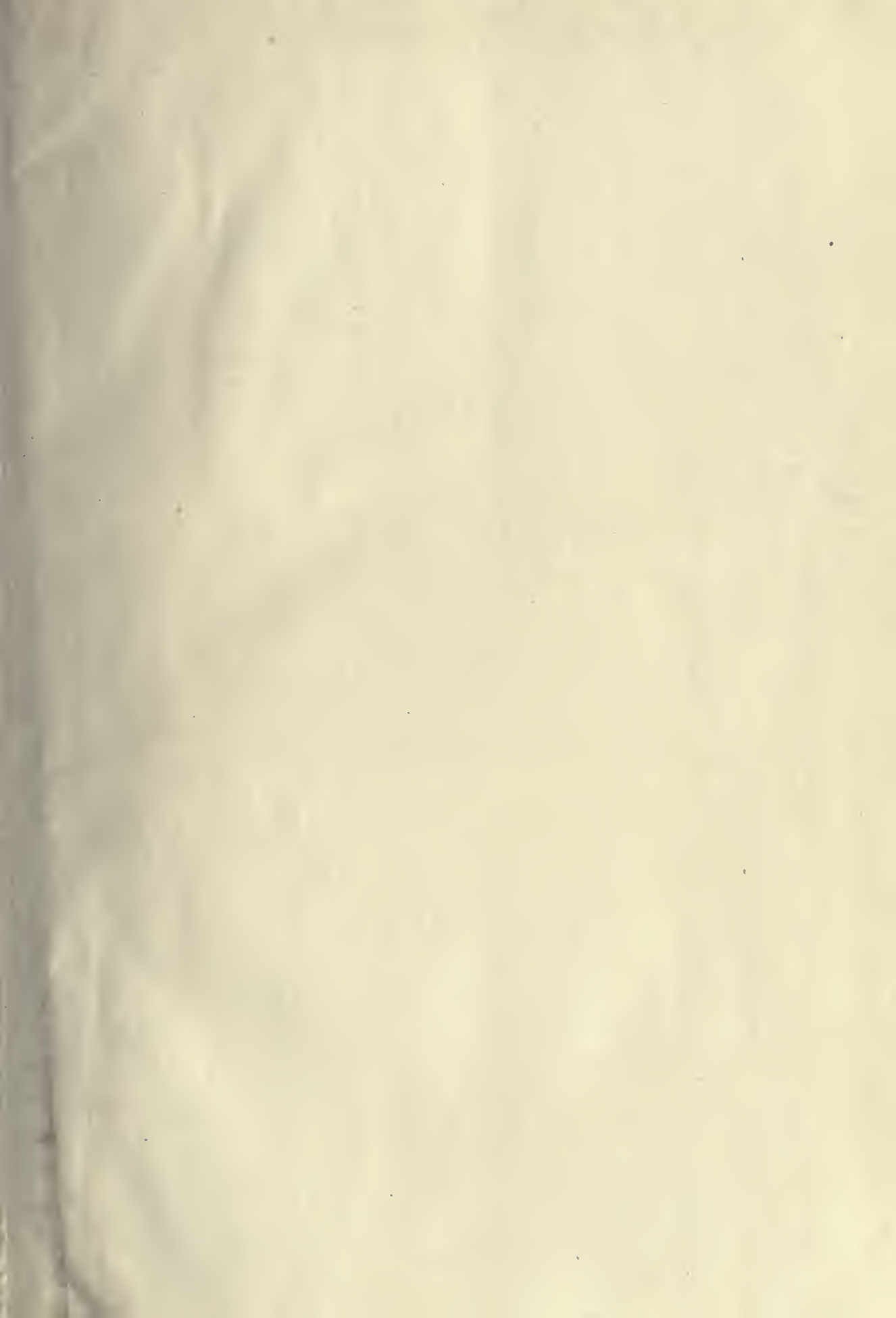
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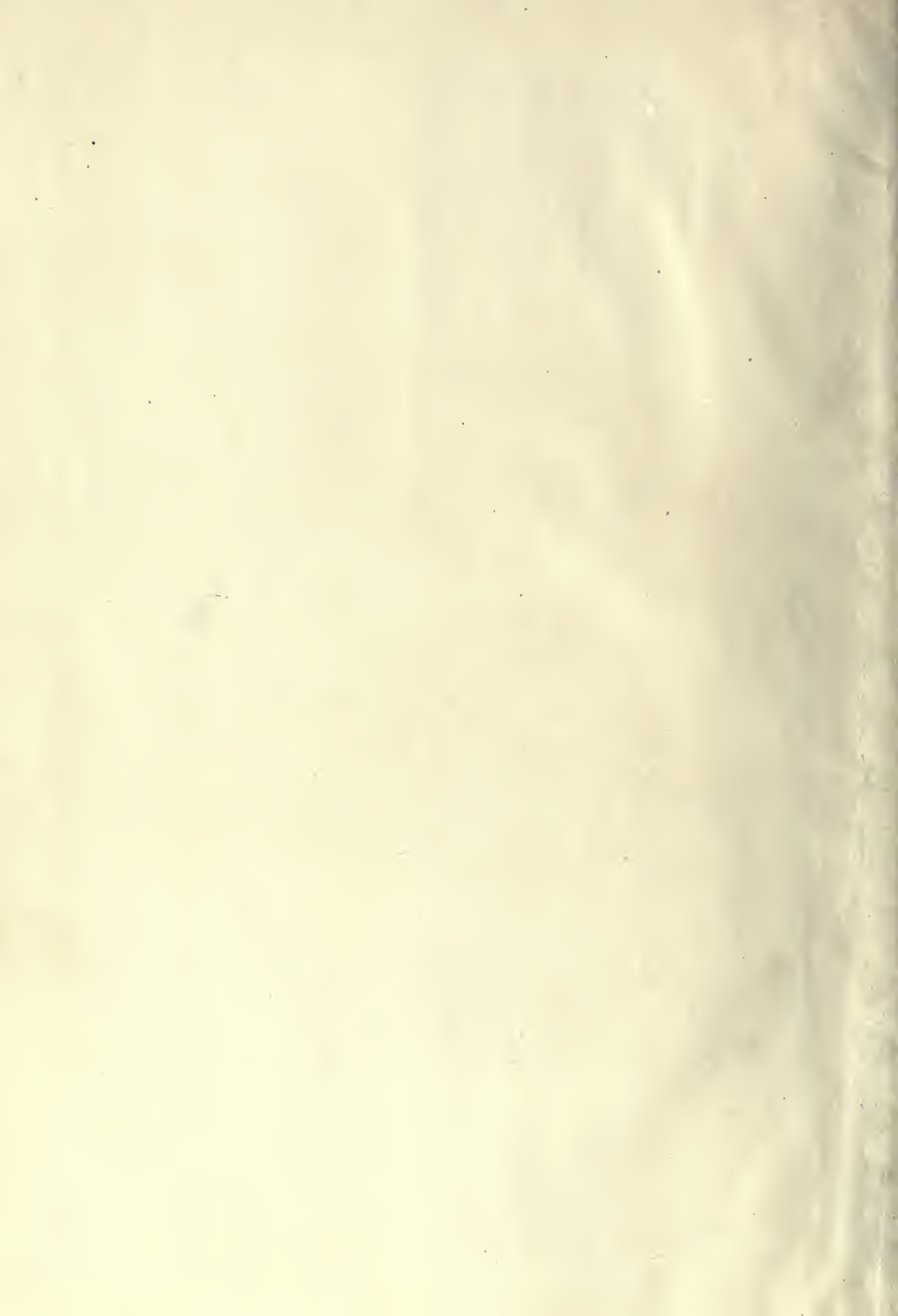
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THE MONTH'S HISTORY

CONVICTED UNDER THE HARRISON LAW.

During the last sixty days there seems to have been more Harrison law cases in court than there have been during any corresponding period since the measure went into effect last March. From all our larger centers activity in the imposing of fines and jail and prison terms is being reported.

A case that has attracted considerable attention is that of Dr. Arthur L. Blunt of Chicago. In spite of repeated warnings, Dr. Blunt persisted in violating the law, and after several trials he was convicted on a number of counts. He is an old man, comparatively—61; and on his sixty-first birthday he stood up to receive a sentence of two years of penal servitude in the Federal prison at Leavenworth, Kansas, and a fine of \$2500.

Dr. Blunt made a long and somewhat eloquent plea in his own behalf, claiming that his

medical diploma and his State registration as a physician gave him constitutional as well as moral rights of which he was being deprived by the enforcement of the Harrison antinarcotic law. He seemed to hold the belief that a physician should be subjected to little, if any, restraint in prescribing narcotics. In sentencing him Judge Landis stated that he took his advanced age into consideration.

Dr. Blunt was released under \$5000 bond, pending appeal to a higher court.

* * *

A DRUGGIST SEVERELY DEALT WITH.

As severe as Dr. Blunt's sentence may seem to be, however, it sinks somewhat into the background when compared with that meted out to his confederate, the druggist who is said to have filled the illegitimate prescriptions and to have otherwise trafficked in narcotics. William E. Wallace is the druggist's name, and he received an aggregate sentence of 17 years imprisonment and a fine of \$10,000. There were four charges, one of them being that Wallace had attempted to intimidate witnesses.

For this he was sentenced to the penitentiary for two years; upon each of the other charges the penalty imposed was five years. The court instructed that the three five-year terms should be served concurrently, however, and this means that the time served will have been seven years in all. A circumstance which is said to have influenced the judge in passing sentence was the defiant attitude of the defendant.

At the time sentence was imposed Wallace was unable to raise a \$20,000 bond and was remanded to the county jail. It is understood that Wallace, also, will attempt to get a hearing in another court.

* * *

MERGER PLANS TEMPO- RARILY HALTED.

It is reported by Eastern commercial papers that the plans of the Riker & Hege-man Company and the United Drug Company to effect a consolidation have been brought temporarily to a standstill by reason of a re-

fusal of the necessary 75 per cent of the Riker-Hegeman stockholders to record an acquiescing vote at a meeting held the first week in December. Objection is made on the ground that the proposed allotment of stock is unfair to the Riker-Hegeman stockholders, the latter claiming that under the blanket agreement they do not fare as well as do the holders of stock in the United Drug Company.

These reports are denied by officers of the Riker-Hegeman Company, however, who claim that the inability to push the deal along according to schedule is due entirely to the fact that certain large blocks of Riker-Hegeman stock could not be represented at the meeting mentioned, owing to unavoidable conditions, and that everything would be rounded up and satisfactory arrangements made at another meeting, to be held later. It is also claimed that 80 per cent, 5 per cent more than enough, of the Riker-Hegeman stock is committed to the merger plan.

Officers of both companies are in no sense exercised as to the outcome. It is a big deal, they hold, and large bodies move slowly.

* * *

AS IT SHOULD BE.

In one respect the Illinois antinarcotic law has a point of superiority over most other measures of a similar character. It restricts the retail sale of narcotics absolutely to registered druggists. None of the proscribed drugs can be sold at retail in any quantity whatever except under the supervision of a registered pharmacist.

Located in Chicago are the four largest mail-order houses in the world, and three of these—John M. Smyth & Co., Sears, Roebuck & Co., and Montgomery, Ward & Co.—deal direct with the ultimate consumer; that is, sell at retail. Under the Illinois law, therefore, they must have registered men in charge of their drug departments if they propose to sell a number of patents and a great many preparations which, while exempt under the Harrison law, nevertheless contain a small amount of one or more of the restricted narcotics.

Early in December these firms were notified by the State Board of Pharmacy that strict compliance with the terms of the law was expected. It developed that the Montgomery-Ward company was the only one living up to requirements. The others promised an early compliance.

THE NATIONAL DRUG TRADE CONFERENCE.

In several respects one of the most important meetings ever held by the National Drug Trade Conference convened at Washington, beginning on Thursday, December 16. The delegates present were John C. Wallace, New Castle, Pa.; S. L. Hilton, Washington; J. H. Beal, Urbana, Ill.; Chas. A. West, Boston; C. Mahlon Kline, Philadelphia; Geo. W. Lattimer, Columbus, O.; Samuel C. Henry, Philadelphia; Jas. F. Finneran, Boston; Frank T. Stone, Washington; Geo. C. Hall, Brooklyn; Dr. Alfred S. Burdick, Chicago (alternate for Dr. W. C. Abbott); R. C. Stofer, Norwich, N. Y.; Dr. A. R. L. Dohme, Baltimore; Chas. M. Woodruff, Detroit; Fred K. Fernald, Elkhart, Ind.; Philip I. Heuisler, Baltimore; and Harry B. Thompson; formerly of Chicago, but now residing in Washington.

The organizations represented were the National Wholesale Druggists' Association, the American Association of Pharmaceutical Chemists, the National Association of Manufacturers of Medicinal Products, the Proprietary Association of America, the A. Ph. A., and the N. A. R. D.

Apart from other important matters, detailed attention was given to Schedule B of the emergency tax law, objectionable treasury decisions in connection with the Harrison law, the Stevens bill, patent law reform, and—Lord save us!—the deletion of brandy and whisky from the ninth revision of the United States Pharmacopœia.

* * *

HARRISON LAW AMENDMENTS.

It is the belief of the Conference that amendments to the Harrison law during the present session of Congress are inadvisable, for the reason that the measure is now in its formative period. Many points must be cleared up by court decisions. In fact, right now even the constitutionality of the law is questioned in some quarters. A case was being argued before the United States court, and during the arguments the judge asked if counsel was prepared to submit briefs covering the constitutionality of the measure—and postponed the hearing until such briefs could be brought into court.

In view of this, and the further fact that even though the vital foundation of the act may never be seriously assailed, there are at least a half-dozen points which will find their way before the courts for final adjustment—because of this, the Conference very wisely

takes the stand that Congressional tinkering of the measure at this juncture could only tend to complicate the situation; and the Conference will therefore oppose any action which may be taken to that end.

* * *

TREASURY DECISIONS
Nos. 2213 and 2244.

The Conference will, however, attempt to have the two objectionable Treasury Decisions (2213 and 2244) modified. A strong committee will go before the Treasury Department and submit arguments in behalf of the drug trade. It is hoped to bring about a change to the effect that "prescriptions" will be classed as "preparations" and will therefore be exempt from the rigors now imposed; will be placed on an even footing with Pharmacopœial, N. F., proprietary and private formula remedies, in other words.

In response to a request made by Chas. M. Woodruff, secretary of the Conference, the Commissioner of Internal Revenue has instructed district collectors to take no action in the matter of enforcing the last paragraph of Treasury Decision No. 2244, the ruling which would require all orders for the restricted narcotics to have stated on them in terms of grains the amount of narcotic contained in the product or preparation—how much per fluid-ounce if the preparation is a liquid, or how much each pill or tablet contains. The time has been extended to February 1, and goods, meanwhile, may be ordered without regard to this unnecessary imposition.

* * *

Congress repassed the Emergency Revenue law, which expired by limitation December 31, just as it was known it would. So the stamp on cosmetics and certain toilet preparations still sticks. The Conference views this act on the part of Congress merely as a continuing of the old order until the time comes when other arrangements can be made—until a new law can be passed which will at once take the place of and repeal the old one. It is hoped that the new measure may not lay so heavy and disproportionate a burden on the drug trade, and the Conference proposes to do what it can to bring about a more equitable adjustment. Resolutions were passed declaring Schedule B economically wasteful. It is contended that it costs the taxpayer \$2 for every dollar that the

government receives, and that it yields very little revenue. Congress is requested not to retain Schedule B in the forthcoming emergency measure.

John C. Wallace was reelected president of the Conference. The first, second and third vice-presidents are Samuel C. Henry, Dr. W. C. Abbott and C. Mahlon Kline, respectively, and Charles M. Woodruff was again made secretary and treasurer. J. H. Beal, Geo. W. Latimer, Fred K. Fernald, Jas. F. Finneran and Dr. A. R. L. Dohme comprise the executive committee.

* * *

"THE
JOURNAL OF THE
A. PH. A."

It has been decided to transfer the *Journal of the A. Ph. A.* to Philadelphia. Henceforth the *Journal* offices will be in the Bourse Building, where free office room has been donated by the Drug Exchange. As long as Professor Beal remained editor of the *Journal* it was published in Columbus for reasons of editorial convenience. Since his retirement a year or so ago, makeshift arrangements have been the order of the day, but now, with E. G. Eberle definitely placed in charge, it was thought that some larger city ought to be selected as headquarters—particularly some city nearer to the advertising center of the country. Philadelphia has seemed to fill the bill pretty well, and Editor Eberle has now moved himself thence bag and baggage.

Prior to leaving Dallas Mr. Eberle was dined and wine by his friends, chief among the participants at the farewell dinner being his fellow members on the Faculty of Baylor University College of Pharmacy.

* * *

N. A. R. D.
EXECUTIVE COM-
MITTEE MEETS.

The N. A. R. D. Executive Committee met in Chicago in regular semi-annual session early in December. All members were present: Chairman J. J. Finneran, Boston; James P. Crowley, Chicago; Thomas S. Armstrong, Plainfield, N. J.; Robert J. Frick, Louisville, Ky.; Charles H. Huhn, Minneapolis, Minn.; and Charles F. Harding, Cincinnati. President M. A. Stout of Bluffton, Ind., and Secretary Thomas H. Potts, members *ex officio*, and Samuel C. Henry, Philadelphia, chairman of the Legislative Committee, were also present.

The committee decided that the next annual convention of the N. A. R. D. shall be held in Indianapolis, beginning September 18.

**THE RECEIVER
RELIEVED.**

During the financial stringency at the outbreak of the war, Meyer Brothers Drug Company, St. Louis, found itself unable to realize on certain assets and was forced to go, temporarily, into the hands of a receiver. Meanwhile, however, conditions have become much more favorable, and a plan has been sanctioned by the creditors whereby the company has resumed the conduct of its own affairs. *Meyer Brothers Druggist* asserts that the firm will continue the receiver's practice of discounting its bills, and will stand on a stable and permanent basis. This company is one of the oldest jobbing houses in the country, and a few years ago was reputed to be the largest in the world.

* * *

RENEWAL FEES.

If you are a druggist in the State of Illinois, a renewal of registration will cost you \$1.50 if paid between January and March, \$3.00 if paid during the month of March, and \$5.00 if you procrastinate and pay during April. On the first day of May your certificate becomes null and void, and to get another one you will have to pass an examination. In Minnesota the annual renewal fee is \$3.00, and a part of this goes to the support of the State association.

* * *

**A. PH. A.
OFFICERS.**

The new officers of the American Pharmaceutical Association for the year 1916-1917 are: President, Frederick J. Wuling, Minneapolis, Minn.; first vice-president, Leonard A. Seltzer, Detroit, Mich.; second vice-president, Lucius E. Sayre, Lawrence, Kansas; third vice-president, Philip Asher, New Orleans, La. The following were elected to the Council: James H. Beal, Urbana, Ill.; Wm. C. Alpers, Cleveland, Ohio; Harry B. Mason, Detroit.

* * *

**DEATH OF
FRANK R. FULLER.**

Frank R. Fuller, son of O. F. Fuller and vice-president of the Fuller-Morrisson Company, died very suddenly at the home of his father in Chicago, on December 6, while seated at the dinner table. His wife and 7-year-old daughter were present at the time of his death, which was due to apoplexy.

Mr. Fuller was born in Peekskill, on the Hudson river, but came to Chicago with his

parents while a small boy. After graduating from Yale college he became identified with the wholesale drug firm of Fuller & Fuller, founded by his father. Last January the Fuller company consolidated with Morrisson, Plummer & Co., Mr. Fuller becoming an officer in the new concern. He was 52 years old.

* * *

**LOUIS K. LIGGETT
HONORED IN
BOSTON.**

Louis K. Liggett, president and general manager of the United Drug Co., has been elected president of the Boston Chamber of Commerce, the largest organization of its kind in America. Mr. Liggett, who is a director in 20 large business concerns, is a comparatively young man. He was born in Detroit in 1875. At one time he was a traveling representative for John Wanamaker. In 1894 he engaged in the dry goods business in Detroit, and later organized the United Drug Company.

* * *

A number of prominent druggists in Buffalo, New York, are under indictment, action being brought under the State law regulating the sale of narcotics. One case has come to trial, the jury disagreeing after being out ten hours. The charge was that the druggist filled a forged narcotic prescription; that he was unfamiliar with the signature and did not verify it. The man who forged the prescription was sentenced to a year in the penitentiary.

* * *

The government has seized a number of interstate shipments of certain kidney "cures," and the manufacturers thereof have been fined for unlawful labeling. It is held that liquid medicines of this character are frequently not only useless but positively dangerous. Alcohol, it is claimed, is a kidney irritant, and a kidney remedy containing it may result in a floral horseshoe rather than in a restoration of health.

* * *

J. Leyden White, Washington correspondent of the N. A. R. D., relinquished his post January 1. It is understood that his resignation was tendered some time ago.

* * *

An annual meeting of the National Association of Manufacturers of Medicinal Products will be held at the Waldorf-Astoria Hotel, New York, February 3 and 4.

EDITORIAL

AN OPPORTUNE TIME.

R. R. Ellis, president of the Hessig-Ellis Drug Company, Memphis, Tennessee, has sent out a letter to druggists in his city which appears to be well timed. It is at once a call and an appeal. It is an appeal to those who indulge in price-cutting to get together and revolutionize their habits, and it is a call for suggestions as to how the practice of price-cutting may be curtailed.

We cannot state positively what Mr. Ellis's intentions are, but we infer that he proposes to inaugurate some sort of a movement by which it is hoped to bring about better conditions in the city of Memphis.

As a rule country druggists are not addicted to price-cutting. They are so situated that it would be extremely foolish for them to do so. There is no large transient trade to go after, and there are no aggressive cutters to meet in competition. But both these conditions prevail in the cities, and a great many metropolitan druggists contend that they could not hold their own a week if they did not slash prices—which, in numberless cases, is doubtless true.

Cities the size of Memphis, therefore, present a complex problem. Nevertheless, nothing has ever yet been accomplished by crying that it could not be done, and the BULLETIN is heartily in sympathy with any movement having for its object a bettering of conditions in the drug trade.

Mr. Ellis states in the opening paragraph of his letter that he approaches the situation with a sincere desire to see the drug business improved, its standards restored to a former plane, and the druggist given an opportunity to make a better living. He realizes, he says, that the matter has received a great deal of consideration and that he can contribute little on that score, but—and here is the significant point—he thinks that *right now* is the time to reopen the whole question and go to the bottom of it. In other words, if anything can ever be done at all by the druggists themselves now is the opportune time.

And the point is well taken. Never has there been a time that we can recall when price-maintenance was so far in the foreground with all the calciums playing on it as it is at

the present moment. Thanks to the good work done by the Fair Trade League, the N. A. R. D. and other organizations in behalf of the Stevens bill, the man in the drug business who hasn't become saturated—well, that man can neither hear nor read, that's all.

Then, too, there is another point. Suppose Memphis, or any other city, could be put on a full-price basis to-morrow—would there be much in the way of serious objection on the part of customers? Some, of course; but not nearly as much as there would be were we living in normal times. People are accustomed these months to price-raises; they accept them without question. Never in the history of this country have conditions been so favorable.

For that matter, Mr. Ellis brings out the point that the public never asked for the concessions now granted, in the first place. Rather did the whole movement start on a basis the motives of which will not bear too close an investigation. Were the public taken into confidence and the situation revealed in its entirety, it is contended that no fair-minded man would object to a return to first principles. As Mr. Ellis puts it, "if a man wants Hood's Sarsaparilla he will pay \$1 for it as readily as 65 cents. *And it is right that he should pay a dollar.*"

Quite regardless of what may come out of the movement in Memphis, it must be admitted that Mr. Ellis has scented an opportunity which, so far as we are aware, had not before come under observation.

THE TAX ON CERTAIN TOILET PREPARATIONS.

As passed by Congress last year, the act requiring a stamp on cosmetics, perfumery and other toilet preparations was not only inequitable, but absolutely unjust. The wording of the measure made it practically impossible to pass the tax along to the buyer, for how could a retailer split a cent into such fractions as eighths and quarters? To have added a cent to his selling price, when it was well known that the tax was an eighth of a cent or a quarter of a cent, would have been resented by the purchaser. He would have reasoned that the druggist was making a profit on an act of Congress; and the public is always only too ready to criticize the druggist on the score of profits. Had not the manufacturer come to the drug-

gist's rescue, the tax must necessarily have been borne by the retailer.

Nor is it fair that the manufacturer should bear this burden, which under certain conditions may amount to 50 per cent of his net earnings. The manufacturer is confronted on the one hand by a confiscation of a part of his profits, and on the other by a greatly increased cost of the raw materials from which his products are made.

Last year's law has been reënacted, temporarily, and later another measure will take its place. Should the new act impose the same requirements will the manufacturer duplicate his magnanimous performance of 1915? In case he should not, the retail dealer suffers another and a serious handicap, for it will be up to him to pay the tax.

How can the retailer avoid further trouble in this particular? There is only one way, and that is to assist in the movement to have toilet preparations and cosmetics exempted from taxation. "Section B" has done enough. It should be relieved from service.

Therefore if the druggist feels that a remonstrance from him would have any weight with his Senator or Congressman, or with both, he should not hesitate to call up the Western Union at once and contribute his share to the cause, in the form of a good healthy "kick." Let him simply state that he is not in favor of continuing the tax on toilet preparations, in the new emergency revenue act now under consideration by Congress.

ADVERTISING ENGLISH.

Some time ago we heard Professor Fred N. Scott, of the Department of Journalism of the University of Michigan, deliver a talk on "Advertising English." He declared that modern advertising copy, whether intended to exploit a twenty-five-cent toilet preparation or a \$2500 automobile, should be written in plain, unadorned, straightforward language.

There should be no striving for high-sounding effect; that is, the words should be chosen to tell in simple English the merit of the goods rather than to draw attention to the manner in which the advertisement was written. Coined words, foreign terms, slang, and flippant or smart-alecky expressions should be avoided. The copy should possess reserve strength—that is, it should give the impression that some

of the good points of the merchandise in question had not been touched on at all.

The advertisement itself should be set up in a plain and simple style. Gaudy type, space-wasting decorative borders, and meaningless cuts are out of place in every-day business advertisements.

TOO MANY LAWS.

During the winter legislatures will convene in a number of States and, as is always the case, a formidable array of bills affecting the drug trade will be introduced. It is fortunate, doubtless, that merely a fraction of those submitted will pass and become laws. On the other hand it is unfortunate that in many instances a lack of coördination of the interests affected will be more or less in evidence, and if history repeats itself the general result will be the writing into our statutes, in addition to those already there, of a number of restrictive measures which in no way benefit the public but which nevertheless serve as a handicap, or at least as a source of great irritation, to those legitimately engaged in an honorable calling.

In February, last year, Dr. J. H. Beal stacked up on his desk the abstracts of bills affecting pharmacy which were pending before the various State legislatures. The pile measured nearly eight inches in height, and each sheet represented from one to four or five bills. Dr. Beal estimated that if the original bills from which the abstracts were taken were brought together the pile would measure four or five feet in height. And this for approximately one-half of the legislative season!

Too many laws—that is the curse of pharmacy to-day. It has become altogether too fashionable for the legislator who feels he must make a showing with his constituency to single out the drug business for his target.

What is needed by way of defense is a getting together on a common basis. Dr. Beal holds that there should be a general agreement in all the States to the effect that drug legislation of every kind, no matter from what source it comes or by whom presented, shall be resolutely opposed unless it has first received the consideration of the national pharmaceutical organizations, and also of the association of the State where it is proposed for enactment.

And it was largely for just this purpose that the National Drug Trade Conference was cre-

ated. The Conference is a compact and representative body, speaks for all the various interests in pharmacy, and when we reach the point where all legislation affecting pharmacy is referred to it we shall have taken a long step in advance.

THE RELATIVE VALUE OF CARBOLIC ACID.

A traveling salesman was recently heard to say that in normal times carbolic acid was the "most universally misused of any drug on the face of the earth."

"Why, the average man out in the hazel-brush has more faith in carbolic acid than he has in the Lord," continued the salesman. "He calls on it to do all sorts of stunts. Farmers must frequently wonder why the druggist, when he gets his labels printed, doesn't insist on the phrase, 'Good for man or beast.'"

Exaggerated, of course; but nevertheless true to a degree. So much has appeared in print extolling the virtues of carbolic acid as a germicide and disinfectant that we are hardly justified in blaming any one not versed in drugs for getting a wrong impression of its relative importance.

But the recent advance of this product to ten times its normal value has brought out in sharp contrast a number of other substances which

are undeniably better for the purposes above indicated, and which are much cheaper. Take a well-known disinfectant by way of comparison. A pint of it costs 35 cents and makes 12 gallons of diluted disinfectant. Carbolic acid, on the other hand, costs \$2.00 a pint, and a pint makes only 3 gallons of diluted disinfectant.

Leaving out the question of cost entirely, the product in mind stands at 12, while carbolic acid stands at 3, from the standpoint of efficiency. Carbolic acid may have been the best available substance 20 years ago, but science is progressive, and we have developed better products in the meantime.

There is still another point. Because of the frequency with which carbolic acid may be found in the home, the barn, the shop, and so on, it is very often swallowed with suicidal intent, and this almost invariably casts back onto the druggist whose name appears on the bottle's label a flare of unjust criticism and undesirable publicity. True, this soon dies down and perhaps no permanent injury to the store's reputation is inflicted. But it's unpleasant.

As the world grows older the amount of carbolic acid sold over the counter must grow less with each succeeding year. Present high prices will undoubtedly have much to do with bringing such a condition about.

ALL ABOUT THE HARRISON LAW.

The Harrison anti-narcotic act is being pretty vigorously enforced these days by the Federal authorities. A number of cases are pending in different cities at the present time, and there have been some severe convictions.

The great trouble is that most druggists are not posted on the infinite number of details concerning the law. And no wonder—there have been so many different rulings, regulations, and court decisions that the subject is one of great confusion.

The BULLETIN OF PHARMACY has just published a brochure covering every detail in simple and clear language, so that any druggist might know exactly what he has to do in order to stand right with the Federal authorities.

This is the first attempt made to deal comprehensively with the law and its interpretation by the courts and by the officers in Washington. The booklet is logically arranged, thoroughly classified, and so indexed that a man may find at once just what he wants.

Every copy is punched with a hole so that it may be hung up near the prescription desk for reading and consultation at any time.

We should be glad to send a copy post-paid for 25 cents to any reader of the BULLETIN OF PHARMACY.

ABOUT PEOPLE

PRESIDENT-ELECT OF THE A. PH. A.

When the Board of Canvassers counted the ballots it was found that Frederick J. Wulling of Minneapolis had been elected president of the American Pharmaceutical Association for 1916-17.

And it is a well-deserved honor. Dean Wulling, who is at the head of the College of Pharmacy, University of Minnesota, has been



FREDERICK J. WULLING.

prominent in pharmaceutical affairs for many years. At the A. Ph. A. meeting held in Detroit in 1914 he was elected president of the Conference of Pharmaceutical Faculties.

The new president will in every sense sustain the traditions of the office. He will succeed William C. Alpers of Cleveland, Ohio, who is president this year. A. Ph. A. officers are elected a year ahead.

DINING DR. GREGORY.

Despite every facial and bodily evidence to the contrary, Dr. Willis G. Gregory has somehow managed to convince the members of the Faculty of the University of Buffalo that he has been serving for 25 years as dean of the Department of Pharmacy. So they gave him a dinner the other night to celebrate the event, and something like 60 or 70 of the men most prominent in Buffalo pharmacy, medicine, and

chemistry gathered to do honor to the guest. Among other things, a gold inlaid clock was presented to Dr. Gregory, and in a felicitous speech made by Julian Park these things were said:

"As this clock ticks off the moments of the future may it bring to mind the happy minutes



DR. WILLIS G. GREGORY.

of the past. I hand it to you with this wish: Here is to the Gregory current. May it never be dammed. Long life to you, and, with length of days, health and wisdom, honor and happiness, and the sunshine which comes with the ever-blessed heart of perennial youth."

THE LATE FREDERICK H. WILSON.

The death of Frederick H. Wilson, a prominent druggist and business man of Maine, occurred at his home in Brunswick on December 4. He is survived by a wife and three children.

Mr. Wilson had long been active in Maine pharmaceutical circles, having served a term as president of the State association and also acting as one of the commissioners of pharmacy for several years.

Aside from his drug business Mr. Wilson was prominently identified with several other enterprises. At his death he was president of the First National Bank of Brunswick, and treasurer and general manager of the Pine Spring Water company.

AN AMBITIOUS CHINESE GIRL.

Miss May Chang is said to be the first Chinese girl to come to this country to study pharmacy, having entered the Brooklyn College. Miss Chang is the daughter of Dr. J. D. Chang, of Shanghai, is a graduate of the McIntyre school of that city, and speaks English fluently.

Dr. Chang, her father, has practically retired from active practice, despite the fact that he is one of the leading medical men of his country. He is the general manager of J. D. Chang & Co., and in charge of one of the up-to-date dispensaries in Shanghai. He was formerly manager of the Shanghai Dispensary, the first modern institution of its kind to be established in China.

Miss Chang will take the regular course, after which she will return to her native country.

THE LATE S. A. D. SHEPPARD.

S. A. D. Sheppard's death, which occurred in December, is mourned not alone by an unusually large circle of friends, but by a great many who never enjoyed the pleasure of his acquaintance. For it is quite impossible to estimate the result of his life's work, or to measure the good which came, and is yet to come, out of it.

Mr. Sheppard was born in Manchester, Mass., in 1842. In 1858 he graduated from high school and then entered the employ of Browne & Price (now C. H. & J. Price) of Salem, Mass., where he received a thorough practical training in pharmacy.

In 1868 he went to Boston and went into business for himself. He was unusually successful, despite his varied disinterested activities in behalf of pharmacy in general, and in spite of the fact that he held firmly to the higher traditions of the profession. In the beginning his business consisted largely of the filling of prescriptions and the catering to family trade, but as the city developed and the nature of the store's surroundings changed, the trade became to quite a degree transient and its volume increased many fold. The services of a number of clerks were required, and the store was kept open day and night.

A great many years ago Mr. Sheppard became interested in the Massachusetts College

of Pharmacy, and it is stated that he did more for that institution than any other one man. It was through his influence that the Warren B. Potter Memorial Fund of \$200,000 was secured.

Early in his pharmaceutical career he became interested in gathering a collection of pharmacopœias. In 1908 his library contained 275. A collection of more than 2500 volumes, consisting of dispensatories, works on botany, pharmaceutical chemistry, etc., was presented to the library of the Massachusetts College of Pharmacy.

Mr. Sheppard assisted materially in securing a State act adequately protecting pharm-



S. A. D. SHEPPARD.

acy, and was a member of the first Board of Pharmacy in the State of Massachusetts. He was also chosen president of the first State Association.

Three years after he had entered the drug business on his own responsibility, Mr. Sheppard joined the American Pharmaceutical Association. This was in 1865. After holding a number of other offices, he was made treasurer in 1886, a position he held 22 continuous years, until failing health compelled him to retire.

For many years he held positions on the boards of two of Boston's banks—a trustee of

the Penny Savings Bank, and a director of the South End National Bank. He was also active and prominent in local religious affairs.

In 1907 the condition of Mr. Sheppard's health compelled him to relinquish all activity that was in any way strenuous and seek the simplest modes of living, that his life might be prolonged. He was suffering from arterial sclerosis.

The end could be delayed, but not denied. Strict retirement undoubtedly lengthened his days, but meanwhile pharmacy was denied the services of an active worker and a wise counselor.

PROFITS AND EARNINGS

A CANADIAN STATEMENT.

"Ontario's" showing is a trifle negative. He lost \$16.35 during the year.

The percentage of gross profit—34.6—is all that could be expected, possibly, but the trouble lies in the disproportionate expense account. Expressed in percentage, this is found to be 34.8.

The proprietor has allowed himself a salary

1. Cash received from all sales and book accounts.....	\$10194.73
2. Book accounts beginning of year.....	\$290.04
3. Book accounts end of year.....	\$311.44
4. Difference in book accounts.....	\$21.40
5. Net sales for the year.....	\$10216.13
6. Inventory of stock beginning of year.....	\$2922.03
7. Purchases during year.....	\$5443.80
8. Total cost of merchandise.....	\$8365.83
9. Inventory of stock end of year.....	\$2891.95
10. Net cost of merchandise sold during year.....	\$5473.88
11. Gross profits.....	\$3542.25
12. Current expenses.....	\$3558.60
13. Net profits loss	\$16.35
14. Total income from business.....	\$

of \$1600, and the total of all expenses is stated to be \$3558.60. For a \$10,000 business that yields only 34.6 per cent, the salary allowance is a trifle high; \$1200 would be better. At any rate, some means must be devised to reduce expenses. A minus quantity as the result of a year's business is not a very encouraging retrospect.

A CHICAGO STATEMENT.

Exactly 7 per cent, net, this man is making, according to his statement. Not quite enough, it would seem; at least 3 per cent below what the business ought to yield.

Expense is low—23.5 per cent. Gross

profits, however, do not show up satisfactorily. A little careful keying up of prices would do this business no harm. The percentage of gross profit is 30.5. Were this figure raised to 33.5, through the process of charging a little

1. Cash received from all sales and book accounts.....	\$24658.61
2. Book accounts beginning of year.....	\$2486.87
3. Book accounts end of year.....	\$2458.86
4. Difference in book accounts.....	\$28.01
5. Net sales for the year.....	\$24610.60
6. Inventory of stock beginning of year.....	\$4953.10
7. Purchases during year.....	\$15666.65
8. Total cost of merchandise.....	\$20619.75
9. Inventory of stock end of year.....	\$4839.67
10. Net cost of merchandise sold during year.....	\$15780.08
11. Gross profits.....	\$8830.52
12. Current expenses.....	\$7795.77
13. Net profits.....	\$3034.75
14. Total income from business.....	\$

more for goods put out over the counter, the normal 10 per cent net would be realized.

There can be no criticism of the expense account. The proprietor's salary has been included, and the total shows good management in this particular.

Perhaps the subnormal showing in gross profits may be accounted for on the ground that "Chicago" has not moved up his selling prices in keeping with advanced costs due to the war.

AN OREGON STATEMENT.

Here we have a good showing; an excellent showing indeed. The percentage of net profit looms up at 17.2!

Gross profit is 41.7—and therein lies the secret, partly. "Oregon" gets good prices.

The expense, expressed in percentage, is 24.5, and the proprietor's salary has of course been included. This in itself is a good show-

1. Cash received from all sales and book accounts.....	\$14024.50
2. Book accounts beginning of year.....	\$1100.00
3. Book accounts end of year.....	\$1203.00
4. Difference in book accounts.....	\$103.00
5. Net sales for the year.....	\$14128.40
6. Inventory of stock beginning of year.....	\$6500.00
7. Purchases during year.....	\$8714.98
8. Total cost of merchandise.....	\$15214.98
9. Inventory of stock end of year.....	\$6983.55
10. Net cost of merchandise sold during year.....	\$8231.43
11. Gross profits.....	\$5896.97
12. Current expenses.....	\$4457.71
13. Net profits.....	\$2439.26
14. Total income from business.....	\$

ing. When a store can get top figures for what is sold and at the same time keep expenses down where they belong the net profit cannot escape being satisfactory.

Incidentally it might be stated that "Oregon" made out his own statement, 'way down to percentages—and made it out right. He is evidently a close student of modern business methods.



Otis L. Yancey of Wenatchee, Washington, spent about 30 minutes trolling on Lake Chelan, and the result is indicated in the photograph.



Master John L. Coursey, five years old, son of J. L. Coursey, senior member of the Atlanta, Georgia, drug firm of Coursey & Munn.



George M. Schettler, owner of a group of prosperous drug stores in Detroit, looks rather peeved at something, but the photographer didn't tell us what the trouble was.



F. L. Robbins, representing Parke, Davis & Co. in China, sends us this picture of a street scene in Mukden, with bazaars on either side.

Four Interesting Pictures.

TO READERS OF THE BULLETIN!

The editorial staff of the BULLETIN has recently been engaged in making plans for this journal during 1916. We are going to turn out a great magazine—just watch us! Following our usual custom we shall depend upon readers of the BULLETIN themselves for a great deal of interesting and practical material. To this end we offer the following prizes, and we invite a liberal and wide-spread response:

ANNOUNCEMENT No. 1:

Prizes Offered for Papers on "How to Meet Big Competition."

We offer \$15.00 for the best article, and \$10.00 and \$5.00 each for the second and third best articles, under the title of "How to Meet Big Competition." For years the individual druggist has had the department stores as aggressive competitors. For an almost equal number of years he has had to compete with the large down-town drug stores. And now the chain store has loomed large on the horizon. How has the druggist met this big competition and survived? How has he adapted himself to the circumstances? Has he borrowed some of the methods of these large dealers and thus met them on their own ground? Has he succeeded not merely in keeping afloat but in advancing his business year by year? If so, how has he turned the trick? These are the questions that we want answered in this series of papers, and the subject is one of great and constantly increasing importance.

\$30.00 in cash for the three best papers.

ANNOUNCEMENT No. 2:

Prizes Offered for Some Good Articles on Salesmanship.

We offer \$15.00 for the best article, and \$10.00 and \$5.00 for the second and third best articles, on the general subject of Salesmanship. We want nothing academic—no philosophy, no theorizing, no psychology of salesmanship. What we are after are practical suggestions. We hear a good deal these days about "group" sales,—selling tooth-paste, for instance, when a customer calls for a tooth-brush. The sales manager of one of the chain-store companies recently demonstrated to his clerks that it was possible to sell four and a half dollars' worth of merchandise when a customer comes in for a 25-cent article. This, of course, is going pretty far, but at least it indicates the practical sort of material that we want for this series of articles on salesmanship. How to push sales to the limit, and do it with courtesy and entire satisfaction to the customer—that's the point!

\$30.00 in cash for the three best papers.

ANNOUNCEMENT No. 3:

Prizes Offered for Attractive Sets of Show Cards.

We offer one prize of \$15.00, and two prizes of \$10.00 and \$5.00 each, for the three best sets of Drug-store Show Cards. It isn't necessary to send in a large collection—six or eight cards from each source will answer the purpose. Some of them probably will be decorative, while others will be very simple and plain. Both types of cards have their uses. And this much is certain—compelling show cards have come to be one of the important advertising agencies of the present day. No dealer can afford to neglect them. Come along with your specimens—the more the merrier.

\$30.00 in prizes for the three best sets of drug-store show cards!

ANNOUNCEMENT No. 4:

Prizes Offered for Papers on "Blue Sky I Have Bought."

We offer \$15.00 for the best paper, and \$10.00 and \$5.00 each for the second and third best papers, under the title of "Blue Sky I Have Bought." Nearly every man, whether a druggist or not, has at one time or another got "stung" in the investment game. All right—tell us about it. Confession is good for the soul. We fully expect that the articles on this theme will be full of what the magazines call "human interest," and that incidentally they will also serve a

good purpose as warnings. If you don't want your name used, and will request us to keep it dark, we shall be glad to respect your wishes. Anyway tell us how you have got bitten, and the more severe the bite was the better will your narrative probably be!

\$30.00 in cash for the three best papers.

ANNOUNCEMENT No. 5:

Prizes Offered for Papers on "Luck as a Factor in My Business Career."

We offer one prize of \$15.00 for the best paper, and \$10.00 and \$5.00 for the second and third best papers, on "Luck as a Factor in My Business Career." Here is another theme full of human interest. Nearly every man, at one time or another, has had a piece of good fortune that has materially aided him in the struggle for place and success in the world. Luck is frequently a great factor. Write the narrative of some ripe apple that dropped into your lap without the necessity of even shaking the tree. Describe your luckiest experience.

\$30.00 in prizes for the three best papers.

ANNOUNCEMENT No. 6:

Prizes Offered for Papers on "My Funniest Experience."

We offer \$15.00 for the best paper, and \$10.00 and \$5.00 each for the second and third best papers, describing "The Funniest Experience I Ever Had as a Druggist." This title doesn't need any explanation. You know what it means, and now go ahead and write some entertaining articles for us on this theme.

\$30.00 in cash for the three best papers.

ANNOUNCEMENT No. 7:

Thirteen Prizes Offered for Camera Work.

We offer \$5.00 for the best picture taken by an amateur with a camera sold by a druggist, \$3.00 for the second best, \$2.00 for the third best, and ten prizes of \$1.00 each for the ten next best. Pictures must be not less than 4 inches wide, and must reach us not later than July 1. Awards will be made as soon thereafter as possible, and we reserve the right to print a number of the pictures during the year, paying, however, only for those which win prizes. A mere statement that the picture was taken by an amateur and that the camera used was sold by the druggist sending us the picture will be deemed a sufficient pledge that the conditions of this contest have been complied with. So far as the pictures themselves are concerned, the field is limitless: public buildings, beautiful bits of scenery, groups of children, odd local characters—even the druggist himself! This contest opens up new possibilities. By a proper use of it a druggist may stimulate his trade in photographic supplies. Get your "fiends" interested. Ask them to coöperate.

\$20.00 in cash for the thirteen best camera pictures!

ANNOUNCEMENT No. 8:

Photographs Wanted of Several Different Kinds.

Finally, we are anxious to keep up the reputation of the BULLETIN for being the most copiously and attractively illustrated magazine in the drug field. Our readers have been of great assistance in this direction during the last few years. We appreciate what they have done, and we hope they will continue to help us. We don't especially care for any more pictures of drug stores. We have a lot on hand just now, and we fear that such illustrations have been overworked. What we would especially like are photographs of a personal nature, such as pictures of druggists' homes, interior store displays, summer cottages, camping scenes, hunting and fishing pictures, druggists' automobiles, druggists' children, and anything else of a novel and interesting character.

We hope we shall get a very general and a very cordial response to these prize offers. The first three subjects are of great practical importance, and the next three are full of humor, interest, and readability. Please consider yourself personally invited to enter one or more of our contests. Help us make the BULLETIN for 1916 the best ever!



W. R. Veale's store, Granite, Oklahoma. J. C. Haynes, who has been employed as registered pharmacist for 7 or 8 years, submits the picture.

The drug department in the Vermont Marble Company's new store, Proctor, Vermont. F. W. Churchill, Ph.G., is the pharmacist in charge.



F. T. Gillespie's store, St. Joseph, Michigan. Mr. Gillespie makes a specialty of biological products. The store is equipped with Wilmarth fixtures.

James S. Lanier of Memphis, Tennessee, has erected a new building, his drug store occupying the first floor. A scene at the opening.



This dance floor is part of an enclosed roof garden over the Lanier pharmacy. It is let to private dancing parties. Adjoining it is a moving picture theatre.

The Lanier employees—a group picture taken shortly after the opening. Mr. Lanier is seated, the third figure from the left.



Turning Waste into Cash.

Perhaps no other business offers so many opportunities for waste—waste paper, waste time, waste corks, used bottles, and the like. How successful druggists prevent these losses, and in many instances turn their waste into real money, is described in the following papers. The plans outlined can be used by other stores to the benefit of the cash drawer. We are also presenting three additional papers discussing the advisability of employing women as well as men as clerks in stores in residential districts.

PRIZE ARTICLE: \$29 FROM WASTE PAPER IN SEVEN MONTHS.

By GEORGE R. WORLEY.

Some five years ago we purchased a paper baler costing \$50. Seemingly this was quite an outlay, but we decided that if it paid to bale the waste paper at all, it paid to buy a good baler. It has, too, for the baler is in first-class condition after turning out several hundred bales.

Druggists who sell wall-paper all know how



George R. Worley.

fast the trimmings pile up unless there is some means for taking care of the waste. Then, too, the numerous circulars and advertisements which come in every week fill the waste basket many times over.

WASTE PAPER.

This daily accumulation of waste paper could be gotten rid of by burning it in the back alley, or by letting the junk men collect it, but we came to the conclusion that if it was worth money to the junk men, it surely would be worth as much to us, particularly when baled.

We figure that the baler is worth its price in the reduction of fire risk, which loose paper causes. We make it a rule of the store that all waste-paper baskets must be emptied into the baler before we leave the store at night, for, as all well know, it is very hard to get baled paper to burn.

The money we get from this source is all clear profit. Some who read this may think that it would not pay to bale waste paper, but from our drug and wall-paper store in a town of 1800 population we received \$28.97 in payment for the first seven months' accumulation. The price of baled paper varies at different times, ranging from \$4.00 to \$10.00 a ton. We have received as high as \$9.00 a ton, but our last bale brought only \$5.00 a ton, delivered at the mill. When a merchant can add just so much more to his net gain without any expense (except the first cost of baler), then I think that an opportunity of this kind should not be passed up.

ANTICIPATING RUSH TIMES.

Waste time can easily be used to advantage. In the morning after the clean-up work is done and all early orders disposed of, there is the morning mail to be opened. All letters which are to be answered immediately should be placed near the typewriter so that they may be answered in waste time. Empty drug bottles and drawers can be filled, and any tinctures which are to be made can be started in spare time.

On Fridays we always see that package goods, such as Epsom salt, sulphur, castor oil, paregoric, glycerin, vanilla, lemon, etc., are made ready so that we don't have to take any time during the Saturday rush.

When possible, we try to have customers let us deliver their prescriptions. In this way the prescriptions are given the best attention, and waste time is again used to advantage.

When a shipment of goods is received it is arranged in the rear of the store by the boy

until we have some spare time in which to check it up and put it on the shelves.

To keep the boy busy and out of mischief in his spare time he can be asked to fill up the bottle drawers. His day for washing bottles is practically over, as washed and corked bottles can now be purchased as cheaply as the other kind. The boy can also be entrusted to fill bottles with such common sellers as linseed oil, turpentine, etc. These tasks teach a boy that every minute counts for something and that a minute wasted is a minute lost.

All used pint and quart bottles we fill with oil, turpentine, varnish, disinfectants, etc., a stock of which we keep on hand at all times for convenience during rush hours. Smaller bottles we have washed up so that they may be used for five- and ten-cent sales of turpentine and external preparations. Needless to say, medicines for internal administration are never dispensed in used bottles.

SAVING BOXES.

Used boxes such as five-pound chocolate containers we save until toward Christmas time. Then we have one of the clerks in his spare time cover the boxes with holly paper. We get five cents for each. All the pasteboard boxes of large dimensions we cut up and use for backing-in pictures in our picture-framing department. All wrapping-paper is folded and kept for wrapping rough packages and express bundles. Oftentimes we have people come to us for wrapping-paper, as they know that we have it for our customers. All twine from packages is folded and kept for tying up outgoing bundles. The nails out of boxes are kept so that they may be used again when we ship out goods. The wooden boxes are kept in a pile at the rear of the store and are sold each week to a man in the box business.

A SYSTEM THAT KEEPS DOWN EXPENSES.

By HARRY L. WOHLFORT.

The store in which I work is one in a chain of seven, which serve a valley community in a far western State.

In our stores, an unyielding order of service has been established; a system so acutely developed in every part that, in the matter of small savings alone, we have achieved a place

from whence we can look upon the total gain as something worthy of regard.

In our stores, to save is a grace; to rescue from a ruinous end so small an item as a pin is to acquire excellence—in the sight of the management.

To make this saving grace easy of accomplishment, every convenience is furnished. Handy to the cork drawers is set a box of considerable size and into it is cast every soiled cork not too badly broken to be used again. Corks unfit to be returned to the drawers because of contamination with bottle necks into which they will not fit properly help appreciably to increase the contents of the box.

When the accumulation has reached a convenient bulk, an hour's boiling through two waters in which has been dissolved either borax or sal soda, yields, after drying a day in the sun, a two- or three-gross lot of corks. Although the corks are darkened somewhat, they are pure and clean.

Sorted by size back into the cork drawers, they are, by reason of their color, readily enough perceived among their fellows so that they may be selected easily. Hence, when containers filled with carbolic acid, wood alcohol, turpentine, iodine, etc., demand a cork, these darkened ones may be used, lawfully and without any transgression of drug-store ethics.

It goes without saying that these reclaimed corks are never used to stopper remedies for internal use nor for prescription work of any nature.

OLD BOTTLES.

Every style of old bottle which is brought into our stores, and all glass containers as they become empty, are washed at once, the labels removed, and, after draining, the bottles are sorted according to size and placed on a convenient shelf set aside for the purpose. In bottling oils and similar substances, these containers are always used, effecting a vast saving in our glassware outlay. Empty perfume bottles of the half-pound size, free from their dressings, are transformed by our store labels into inviting packages of extract of witch-hazel, bay rum, or better still, a shaving lotion of our own composition.

A great number of calls from stockmen, for carbolated petrolatum in pound packages, is met with in our stores. To answer this de-

mand inexpensively to the consumer and yet maintain a satisfactory profit to ourselves, we preserve our empty pound-size lanum tins and free them of their labels by immersion in cold water. This treatment does not affect the particles of lanum adhering to the interior of the tins, which, as the hot petrolatum is flowed in, unite with it readily and add to the efficacy of the ointment.

From our wholesale house comes almost all the five- and ten-pound paper bags we require—all gained to us by the simple process of smoothing out carefully the bags in which clean and harmless drugs have been shipped.

This same source provides us all the heavy shipping paper we need; hundreds of small rubber bands are gained in a similar manner.

Removing and saving all the office pins and paper fasteners, which reach us on bulletins and invoices from the main office of our firm, makes added profits for our stores.

CUTTING LAUNDRY BILLS.

To save our towels and laundry bills, paper napkins, slightly soiled or crumpled by fountain use, are utilized to wipe out graduates in which oils have been measured and to clean the ointment tile after use.

"Spare time" is a situation unrecognized in our stores, unless it is that this term designates such intervals as occur between customers and our work of caring for the store.

At these times there are capsules of aspirin, quinine, and the like to fill, and packages, in various sizes, of household drugs, such as alum, borax, salts, sulphur, etc., to box and label. We also manufacture all our galenicals and not a few special preparations on which we enjoy a considerable demand.

Our chief aim, of course, is attention to our customers and to our stores. After these things are accomplished, there is always the unending recital of little matters to attend to; they are little when considered individually, but in their total they amount to much.

UTILIZING DULL DAYS TO "CASH IN" ON PROSPECTS.

BY E. ALLEN HELLER.

Our store is not unlike many others in country towns—there sometimes occur days when, for one reason or another, customers do not come in with their ordinary frequency. These "slow days" are always an occasion of much

waste time, for while they offer an opportunity for house-cleaning and the completion of sundry small jobs, a whole forenoon may often be considered wasted because the income does not meet expenses.

We decided that on those days when the customers were not coming to the store we would go out to them. This work was delegated to me, and it was understood that a quiet day was my signal to go out into the country and sell phonographs.

THE PLAN.

This is how we work the plan. Each clerk in the store keeps on the lookout for phonograph prospects. These prospects are reported to me on a card by the clerk who discovers the prospect, with as full particulars as the clerk knows.

Here is the way in which we sometimes turn a chance remark into a sale. A man who was drinking soda at our fountain, on hearing a phonograph playing in the store, remarked to the soda clerk, "My wife is crazy for a phonograph." That is all that was said, and a little later the soda boy handed me a card, on which was written the customer's remarks together with his name and address.

The second or third day afterward was a slow one. I went to the livery stable where we had arrangements for a rig, drove out to that man's house, and left a phonograph "on trial." The rest was easy. We made the sale, which added forty dollars to the income of a "slow morning."

Ordinarily, perhaps, a druggist does not have three gross of 10-ounce green panel bottles on hand, nor ten gallons of rancid cottonseed oil. However, such was our case, and here is the way we turned both into cash.

RANCID OIL TURNED INTO MONEY.

Bill, who washes rigs at the livery stable, has seen better days. He was a good salesman, but booze put him down and out, which accounts for his job washing buggies and automobiles. One day when going out I noticed that he was having a hard time putting a polish on a big touring car. I found that he was using some expensive patent preparation and getting only ordinary results. I worked the rancid oil into a good mixture, one which would polish quickly, dry hard, and not pick up dust.

Bill now uses the polish for his own work. Moreover, he took my suggestion and sells his

customers a bottle of the polish for the piano and furniture at home, and recommends that the purchaser come to our store and get a good chamois to take up the excess polish.

We used up the three gross of dead-stock bottles, and now we are putting up the polish in various lots of old bottles which had accumulated in the store during the past few years. When the rancid oil was all used, we got three more five-gallon cans which had gone bad on our grocer. We will soon be looking for another job lot of oil.

BILL'S OPPORTUNITY.

We have sold nine dozen one-dollar chamois skins at a good profit, disposed of the original lot of oil and bottles, and are making a profit of nine cents a bottle, figuring the oil at 50 cents a gallon, and the bottles at 15 cents a dozen. We have given Bill the exclusive right to sell the polish made from this formula, and Bill is polishing himself up, as well. I believe he is going to come through all right and get another start in the world, even after all his "wasted time and used bottles."

MARKETING A SPECIALTY IN USED BOTTLES.

By THOS. C. MINNICH.

What's the use of opening an envelope by rending it in twain and then throwing it in the waste basket with possibly some of the contents destroyed? Why not open the letter carefully and neatly with a ten-cent letter opener and file the used envelope in a pigeon-hole? Then you will have something on which to figure up your business at night.

I have a large box in my back room into which all my clerks are instructed to put every small bit and piece of paper that comes to hand during the day. We send dozens of prescriptions and packages over the mail routes every morning. When we have a package to send through the mails we go to the paper box and find plenty of waste paper in which to securely wrap it. We have not had one bottle broken in the mails during our twenty-five years' experience.

In common with the average small-town druggist we use about three hundred four-ounce grape juice bottles during the soda fountain season. Instead of throwing the empties out in the back yard or putting the dirty bottles in a dirty old box in a dirtier old cellar I have

these bottles washed up nice and clean. Then I fill them with turpentine, and put on them a nice attractive label bearing the title "Pure Turpentine." They sell like hot cakes at 10 cents per. And the finished product costs only two and one-half cents.

I keep my store, and everything in it, clean and attractive. When we empty a bottle or can or box, it is cleaned up and put away in a clean place, to be used at some future time.

We use our spare time in fixing up the store, dusting the show-cases and keeping them dusted. We clean up our greasy ointment jars, we filter the sediment from bay rum, and, in general, do everything that will make the store neat and attractive in appearance, thereby tending to increase our trade.

A LITTLE FORESIGHT PREVENTS PAPER WASTE.

By J. K. BROWN.

Experience gained in New York, Baltimore, and in several small towns in North Carolina and Virginia has taught me the enormous waste of wrapping-paper in drug stores. The reasons for this waste are, perhaps, the seemingly small cost of the paper and the high speed at which druggists are many times required to work.

I have found it to be more economical—and what is more important, to produce neater-looking packages—to have only one paper roll and one width of paper.

In wrapping articles, whether large or small, I tear from the roll a piece of paper one and half times the circumference of the merchandise to be wrapped. The paper is then placed on the counter, and after laying the article upon the paper, any excess is removed by using the edge of the counter as a knife.

The excess paper is allowed to remain on the counter and used to wrap up small packages.

After the day's work is over, or when the accumulation becomes unsightly, I make the left-overs into powder papers of assorted sizes. This is done by folding the sheets together to the size desired, using a spatula to divide the papers and to trim the edges. By doing this very little paper is "wasted."

With a little practice, this method is easy to follow. It saves dollars and makes neater packages that tend to win customers.

Should Women Clerks Be Employed?

THEY MEAN INCREASED PROFITS.

BY MRS. CLAUD A. SMITH.

Women have proved their sound, practical sense of value, their keen business insight, and their advertising abilities in every part of the commercial world. And in no other line are these essentials for really good salesmanship—combined with feminine tact and womanly perception—of such incalculable worth as in a drug store.

There are various side-lines that are being cleverly and successfully handled by women. Mr. Cunningham, of Detroit, according to a statement in the August, 1915, issue of the *BULLETIN*, contends that women in charge of sundries, toilet goods, stationery, etc., are more effective than men. He is right.

The spenders of to-day are women—most of the modern advertising is a direct appeal to women. A woman in a drug store, understanding the needs, fancies, and whims of her own as well as the sterner sex, can be of real profit to her employer.

TACT, SYMPATHY, AND POLITENESS.

By her skill in rearranging and beautifying her husband's drug store, and by her tact, sympathy and unfailing politeness, a Texas woman raised the yearly profits from \$500 to \$5000. Another woman's novel idea of private booths, cleverly designed with flower canopies, for the soda trade, caused the daily soda receipts to treble.

Another fact of interest to the druggist who watches expenses closely is that a capable woman clerk will often work for less than a similarly-qualified man. When the recent "war and hard times" gloom fell upon the South, many drug-store proprietors were forced to dismiss clerks. One man who let his two men clerks go and secured a woman, says: "She's worth more than the two of them, but works for less."

Loafers are proverbially poor trade-getters. In a drug store they actually repel customers. A woman in the store is usually a good guaranty of "Free from Loafers." Women will invariably pass a store full of smoke, loud talk, and bad manners, for one in which she finds these lacking and a woman to consult.

Comprising the customers of residential dis-

trict stores are women and children whose needs, in drugs, rubber goods, stationery, toilet articles, etc., a woman is preëminently fitted to supply.

A woman demonstrating cold creams or massage creams to women can sell more in a day than can a man who talks for a week. The woman knows!

In the purchase of medicines, toilet goods, and rubber goods especially for women, a woman prefers to buy from a woman.

A forcible instance of this fact was brought to my attention not long ago. I had stepped in my husband's store for a few moments and a young lady came to me saying, "I've just been waiting until you came. I want some Lydia E. Pinkham's Vegetable Compound, but did not like to ask Mr. Smith." This feeling may be false modesty, but it means dollars in the pocket of the druggist who recognizes it and provides for it.

A department especially for women and children is a side-line that is necessary, and one that is beneficial to the community at large and profitable to the druggist.

Mail-order houses are drawing great volumes of trade from women on the very articles every druggist has in stock. Thermos bottles, hot-water bottles, syringes, Castile soap, pure olive oil, absorbent cotton, are found in every drug store. If these articles and all other supplies for maternity and infant use are placed in a special department in charge of a tactful, experienced saleswoman the result is, almost always, increased profits.

Women are opening independent shops for infant supplies, obstetrical and maternity necessities, and are making good. These shops are, by rights, logical adjuncts of the drug store. The alert druggist should recognize them as such and make them a part of his business.

BETTER SERVICE AT LESS COST.

BY WILLIAM J. RICHARDS.

In a residential district where the clerks are really acquainted with, and have friends among, the customers, a woman clerk adds to the store's business and does it at less cost than a male clerk of equal efficiency.

There are many things in a drug store which

a woman can do to better advantage than a man. For instance, take the matter of dusting a store and keeping it clean and orderly. A girl is naturally adapted to that end of the work and will take more interest in it and do it better than a boy or even a man.

Behind the candy case the girl is also of more value. She is neater about the handling of the goods and takes pride in keeping the case spick and span. If she is attractive in appearance and popular she has many friends—of both sexes—from whom she will coax much business.

In order to encourage our salesgirl to take the greatest possible interest in the welfare of her department we give her complete charge, even to the buying of the candy. The responsibility incites her to do her level best. It "puts her on her mettle."

We find that the saleswoman is equally efficient at the cigar counter. In the rubber-goods department she is especially valuable to wait on that class of women customers who are sensitive about telling their wants to a male clerk.

At the soda fountain and at the tables many of our best customers prefer to have their wants attended to by a waitress rather than by a waiter. In keeping the fountain and glassware clean, a girl seems to have the knack of doing it better and more economically than a man. Even when it comes to dispensing she can do her part.

Aside from the fact of the greater efficiency of a girl in these various departments, a further most important point is that she will work for a much less salary than a man of equal capability.

Of course there is a lot of heavy work that a girl cannot be expected to do, and there are some clerical duties in which she is inferior to a man. But no matter how small the business is, there is room for at least one woman clerk—especially if she is given responsibilities that provoke her to do her best.

WOMEN LIKE TO TRADE WITH WOMEN.

By J. DAVID DOTY.

A drug store in the residential part of a city cannot depend on transients for the bulk of its business, but must, to a large degree, secure its trade from a number of regular customers who come to the store for all of their

drug needs. Necessarily the majority of these customers will be women from the surrounding district—either housewives or household servants. The saleswoman in the store has the better chance to gain and hold this trade, for a woman feels more free to make many of her personal, toilet, and household purchases from another woman.

The woman clerk is in a better position to establish and hold a toilet-goods business. She knows the selling points of toilet articles from experience, and is better prepared to demonstrate and show the superiority of the different preparations carried in stock.

The woman in a store is by far the best person to hold the personal business of women customers. Just as women are employed in dry goods and department stores to attend to the personal needs of women, so the drug store in the residential section must employ women, or the big stores in the heart of the city will get the trade.

Another class of customers that a residential district drug store must depend on is the children, who often do all the drug buying for their families. A diplomatic woman can hold the business of all the children in a neighborhood.

I am familiar with the workings of two drug stores doing business within a block of each other in the residential part of a city and near to a college. One store employs a young woman. This store is thronged at nearly all times with women and children from the neighborhood. The college women trade there because of the woman employed, and so do most of the young men—for the same reason.

The druggist on the other corner has no woman clerk. His business is so small that he can handle it alone.

The proprietor of a drug store who employs women has an opportunity to make a better pull for the business around him. He can feature his as a woman's drug store with women in complete charge of those departments of the store which pertain mostly to women.

"Made in ——" is Good.—

Professor H. L. Smith has tested six different makes of acetylsalicylic acid and finds all except one satisfactory as a substitute for aspirin. If the sample when dissolved in 400 parts of water does not immediately give a test for free salicylic acid with ferric chloride, it may be regarded as satisfactory.

GETTING THE MOST OUT OF WINDOW DISPLAYS*

By HAROLD WHITEHEAD

President American School of Business, Inc., Boston

There are certain definite means by which customers are brought into a drug store. Each of these sales channels by itself is a trade builder, and if they are all united certain results must follow. These five channels are:

1. The show window.
2. Printed advertisements.
3. The written letter.
4. Satisfied customers.
5. The salesman.

Should there be a druggist who is not securing his quota of business he owes it to himself, his employees, and his customers to make a detailed investigation. He will surely find that one or more of these channels are clogged through misuse, or else are blocked altogether through neglect or failure to properly correlate them.

Let us discuss briefly the first of these—the Show Window. The four other avenues will be taken up in separate articles in subsequent issues of the BULLETIN.

AN ILLUSTRATION.

I remember at the time of the Boer War seeing a window in a hardware store in a section of London, England, filled with little dolls dressed to represent British soldiers and Boer soldiers. The British were, of course, chasing the Boers across the window. This attracted so much attention that the whole sidewalk was blocked with people anxious to see such a unique display. That window surely attracted plenty of attention, but—it *did not sell hardware!*

There's a difference. In many lines of business we can see the same mistake made: trimming the window with all kinds of fool stunts which attract attention, but which do not sell goods.

The arrangement of a window trim should arrest the attention of the customer; the goods themselves should arouse interest in them; the prices and "talking cards" displayed should

create desire to purchase those goods at once. That is the situation in a nutshell. And there are two general rules to follow to secure this result. The first is to apply *the law of association*; the second is to apply *the law of individual appeal*.

To make a display of a number of articles which are naturally associated in their use, or which suggest each other, is to apply the law of association. For example, a display composed of talcum powder, perfume, rouge, cold cream, vanishing cream, toilet soap, bath powder, etc., would follow this principle, for they are all associated in their use and suggest each other. They naturally give the viewer a harmonious impression.

CONFUSION IS CREATED.

If, on the contrary, a window is filled with a variety of dissociated articles they give a confused impression to the passer-by. Suppose a hundred salesmen simultaneously began to cry their wares to you, each one having a different story to tell. There would be such a babel of noises that you would be unable to distinguish any particular one.

Not only that, but a display of dissociated articles may sometimes be positively repelling. For instance, a window trim made up, let us say, of fly destroyer, candy, syringes, toothbrushes, catarrh tablets, chewing gum, and hair restorer. This would suggest an association of ideas which would be actually disgusting. Yet we have all seen such displays.

When the window is trimmed with a single line of goods, like talcum powder, for instance, the law of single appeal is used. Such a display has the advantage of giving a more forceful impression than a display of associated articles, but it has the disadvantage of not reminding the passer-by of some other article which he or she might buy. Any one passing could not fail to be impressed with the fact that the window contained talcum powder, but it might not remind the lady that she wanted some toilet water.

*The first of a series of five articles on ways and means of getting business.

SMALL TOWNS AND CITIES.

The single trim idea applies in its use principally to small towns. In such places it is somewhat difficult to keep giving an appearance of freshness and newness with mixed window displays. Here practically everybody sees the display within twenty-four hours, and mixed displays become an old story, for there is a great similarity of appearance between them. If every week, however, there is a special display of some particular article, it will strike home more forcefully than the mixed display will.

In a large city, on the other hand, the mixed display is generally the best, for there are thousands of passers-by who give the window only casual attention. If the casual observer wants anything at all in the line of the goods displayed, the sight of the window will bring such a want to the attention and he or she will be apt to turn into the store almost subconsciously.

This does not mean that a druggist should never use a single display in a big city, or that he should never use a mixed display in a small town. Rather is the general rule suggested that the mixed display is more effective in large towns and the single display in small towns.

This may sound elementary, yet one may visit almost any town, big or little, and he will not have to walk above two blocks in the business section to find some merchants—not necessarily druggists, perhaps—who ignore not only this rule but all others.

I have mentioned certain toilet goods as an example of the application of the law of association. Here is an extreme example of the application of the law of single appeal:

DISPLAYING A PILL.

A certain druggist had a line of pills selling for 25 cents a box which, so far as I could make out, cured everything from pink-eye to housemaid's knee. He wanted my assistance in making a window display of them to "jack up" their sales somewhat; so I planned a display for him.

First we bought some dark-blue cloth and hung it around the window in a half-circle. Some more of the same material was placed on the floor of the window. Then we made a cardboard cone about 18 inches high, and placed it in the center—board end downward,

of course. This was also covered with the blue cloth.

On the apex of the cone we placed just one pill! Over it was hung a powerful electric bulb, and over this was an ordinary glass shade. From the shade was suspended, straight down, a 6-inch rim of cardboard. Over the glass shade and the cardboard addition we hung some more of the blue cloth.

The result was that when the light was turned on it was concentrated on the top of the cone and the pill which lay there. In front of the cone we placed a small sign to this effect:

These pills are so valuable in relieving human ills that we feel that a single pill is of sufficient importance to have this window to itself! Come inside and we will tell you why.

An extreme example, of course; but results are what count—and this trim got results.

If I were asked to name the principal fault of store windows, I would say it was the dreary monotony of them. It is so easy to get into a set style of window trimming. The best window trimmer is liable to get cramped in his ideas of display; to get into a rut, in other words.

THE WAY TO JUDGE.

There are only two ways to judge the effect of a window. The more important, of course, is by means of the amount of business it pulls. The other is to get the customer's perspective on it. Let the window trimmer have a little time off every day or so to view the store windows in the town, or, if you are your own window trimmer, do it yourself. Do even more than that—visit neighboring towns and view the store windows there.

The window trimmer who does this cannot fail to gather a variety of ideas which he can apply to his own store, and also (quite as important) get many ideas of what *not to do*. If a window trimmer has imagination—and if he lacks it he is not the genuine article—he will be able to adapt the display of ideas of millinery stores, or hardware stores, or even fish stores!

On coming back from one of these window-inspecting jaunts, take a good look at your own windows. Try to look upon them as a customer would. Do not try to gloss over their

faults, but look upon them with a critical eye, and ask yourself, "Would I go in and buy anything because of this display?"

Note in particular if the glass is clean, for however well the window may be trimmed, if

the glass is dirty the goods displayed will look dingy; and patrons, as a rule, are not fighting each other to buy soiled goods. A dirty window suggests conditions that customers are anxious to keep away from.

Mr. Whitehead's second article, to be published next month, will be devoted to printed advertisements.

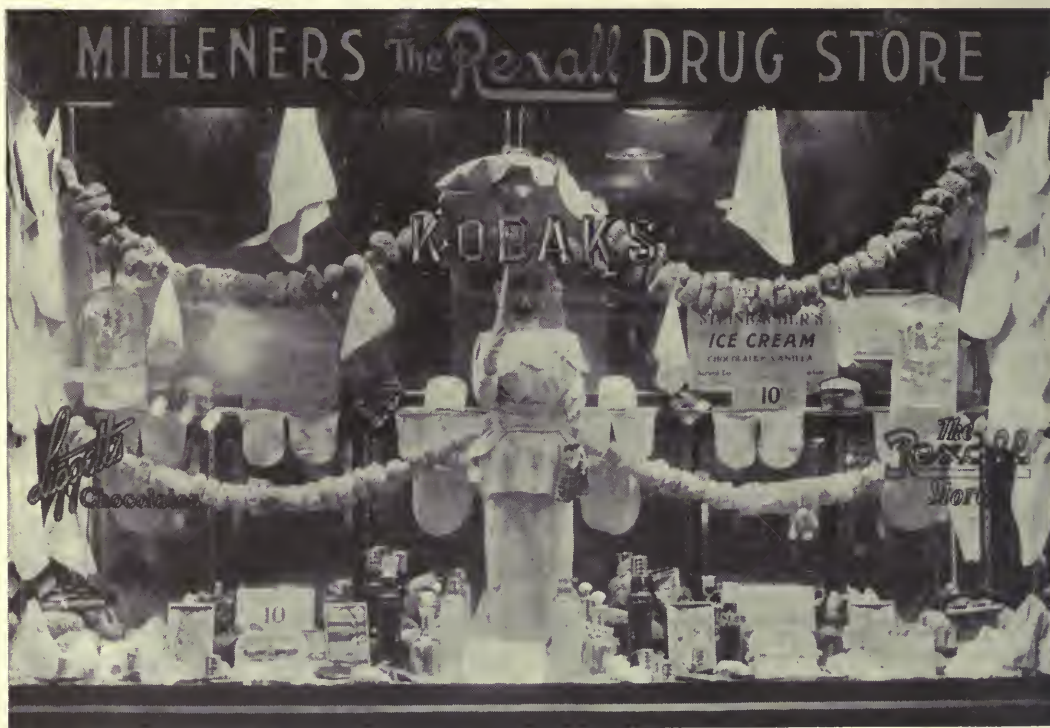
"KEEP CLEAN" THE DOMINANT NOTE

By JOHN B. BADER

Primarily, the articles displayed in this window were chamois skins, sponges, and washcloths. An attempt was made to show a few other items also, without creating confusion or scattering interest, the latter consisting of

The head consisted of a nice oval-shaped sponge, on the front side of which a face was constructed, care being exercised to mold an ingratiating smile.

The big umbrella held above the lady's head



vacuum bottles, drinking-cups, and rubber-lined cases for holding brushes.

The Williamsport belle who posed for a centerpiece was made by first building a framework from Onken units and then dressing it. The "gown" was modeled after a very fetching "effect" depicted in the special Fourth of July number of the *Ladies' Home Journal*.

was in reality a Japanese parasol, cut to fit requirements and covered completely, leaving scalloped edges around its entire circumference. The lady wore rubber gloves, and carried a bag in the left hand.

This display appeared in the window of the Millener Drug Company's store, Williamsport, Pennsylvania.

A VOICE FROM TASMANIA

To the Editors of the Bulletin:

Do you know where or what Tasmania is?

It is a dot on the map south of Australia, and one of the six states of the Commonwealth. It is an island about the size of Ireland, and separated from the mainland by a strait 200 miles wide. At one time, Australia and Tas-



Mr. Johnston's store.

mania were connected, and Australia was a promontory of Tasmania!

Our population is 200,000. Hobart, the capital city, has about 35,000 inhabitants. It is a beautiful place, with the finest harbor in the world, the average depth of water being 40 to 60 feet alongside the piers.

Launceston, where I live, is the next city of importance, with a population of 25,000. It is the capital of the north of the island, and is situated at the head of the lovely river Tamar, forty miles from the sea. The climate and scenery are the best to be found anywhere.

In pharmaceutical matters, strange as it may seem, we have led the world. In 1843 the government passed a medical act by which all chemists had to be registered, and no one within three miles of a chemist's shop was allowed to vend drugs or medicines of any kind. This valuable privilege we still possess.

We are also pioneers in 6 o'clock closing. Financially we have not suffered, and, more wonderful still, the sky has not fallen and the government goes on just the same. I advise all druggists to close at the same hour as other business people do. They will then have time

to become acquainted with their wives and children, who would no doubt appreciate an evening with Dad. There are higher aims in life than amassing dollars. If you are a druggist be a man also, not the slave of the public!

Some time ago the BULLETIN published a number of interesting letters from druggists' wives on the subject "If I married again would I marry a druggist?" They were very pathetic, but cheerful. The dominant note seemed to be that the wives must make the best of a bad bargain and keep on smiling!

Now if such a question were propounded here the answer would be, "Yes, if we couldn't catch a Governor, we would marry a druggist every time!"

And this now brings me to the point I wish to write upon, and that is the matter of druggists' profits. It appears that some of your



Tasmanian apples bring as much as \$7.50 a bushel. Mr. Johnston and his son own a 15-acre orchard, just beginning to bear. "A most delightful occupation," Mr. Johnston says.

readers take you to task for your attitude on this question. It is both unkind and ungenerous for them to do so, and I write to personally thank Mr. Mason for his able articles on this subject, which I may say have been an eye-opener to me. He has led me to study the matter, and I find that the ignorance existing about it by so-called experts is simply appalling.

Some time ago I wrote to *System*, "the mag-

azine of business," and the editor supported Mr. Mason's method of calculating profits. The difference resulting from calculating profits on cost and on selling price is remarkable. Drilling into druggists the fact that by selling for a dollar and a half what costs a dollar they are not making much, if any, profit will do more to stop price-cutting than any price-protection society yet invented.

In Australia we get good profits; in many cases too high; ranging from 40 to 60 per cent, gross. The turnover, however, is small, as the only side-lines carried are photographic, toilet, and perfumery articles. Only a few shops run a soda fountain, for if that trade is encouraged it is found to be at the expense of something else.

To show how you have got to bedrock: I have made an analysis of my own business and

found my gross profits to be 40 per cent and my expenses of doing business, including salary, 30 per cent of turnover, leaving 10 per cent, net.

Now to make that 40 per cent I must average 67 per cent on my laid-down cost. This is a big order, or, as you would say, a "tough proposition." It is just about stretching the elastic to the breaking point. I have to push my own proprietary lines, upon which I get all the profit, the middlemen being eliminated, to the limit.

In conclusion I may say that if in happier times any member of the big BULLETIN family can see his way clear to visit the sunny land of the kangaroo, I can assure him a right royal and hearty welcome from all brothers of the pestle and mortar. Look us up!

Launceston, Tasmania. JAS. D. JOHNSTON.

DRUG STORES IN ENGLAND AND GERMANY

By STELLA HENRY

The American traveler visiting Europe for the first time is struck by the absence of any store approaching what is known in the United States as a "drug store." And he is disappointed. He experiences a distinct sense of loss.

Perhaps he wants to send home a post-card, and he turns to the nearest drug store to have the want supplied. He may buy picture post-cards there, if in Germany, but if he asks for stamps he will be directed in a very courteous manner to the nearest post-office.

In England picture post-cards are not sold in the chemists' shops.

He cannot quench his thirst at a soda fountain in a pharmacy in either country, nor can he buy the article with which to practice the jaw movement known as "chewing gum." Nor can he purchase an umbrella, not even a folding one, as he could at Riker-Hegeman's in New York.

In both Germany and England there are two kinds of stores where drugs are kept: the strictly ethical apothecary shop, and the place that more closely conforms to our drug store.

If the traveler has been ordered abroad for

his health and carries his physician's prescription with him, he must, in Germany, take it to a pharmacy where medicines are compounded. In England it can be filled at a "chemist's shop," but not at a "drug store." He may also experience some difficulty in getting it compounded, for the names of certain drugs do not always indicate the same things in different countries. Perhaps after the war is over and time has, in a measure, healed its scars, an international pharmacopœia may solve the difficulty in this particular.

In some places in England attempts have been made to install what is considered an American soda fountain, but these attempts have not been altogether successful. The true American soda fountain is peculiar to this country, and druggists abroad, in their attempts to ensnare Americans as customers, have failed to be quite convincing when it comes to shaping up scientific ice-cream sodas and Billy sundaes.

In Germany prescriptions are dispensed by pharmacists, and a pharmacist may not own more than one shop in the same town. Patent medicines, toilet requisites, etc., can be obtained

at a druggist's, as in England, but no goods outside those appertaining to a druggist are sold. In both countries the sale of candy is confined to "medicinal candies," such as black currant and glycerin jujubes (gums). In England, at one time, any unqualified person might open a chemist's shop, but in 1868 the passing of the Pharmacy Act forbade any person engaging in that business without being registered. A pharmaceutical chemist must have a diploma from the Pharmaceutical Society of Great Britain, but a chemist, or druggist, is required only to pass an examination qualifying him as such.

Most of the drug stores abroad have an air of gloom, and there is an absence of commercialism. If the customer is a woman she is sometimes asked if she would like a little

scent, and upon acquiescence is gently sprayed with a delicate perfume. Weird-looking instruments are to be seen reposing upon glass trays inside a case. Soaps, perfumes, sponges, thermometers, etc., may have their places, of course, and glass bottles occupy a place of honor in the windows.

On returning to his own country the traveler appreciates much more than ever before the fact that he can enter a drug store and have his prescription filled, mail his orders, and buy a cigar or a box of candy, or possibly a mousetrap, without having to go to four or five different places. Therefore do we not owe a debt of gratitude to the progressive American druggist, who is willing to combine so many different kinds of goods in his store for the convenience of the public? We surely do.

TURNING CALLS FOR NON-STOCKED ARTICLES INTO CASH

By H. E. MILLER

We have devised the slip reproduced herewith to keep track of customers who call for articles not in stock, and sometimes for preparations we have never even heard of.

Formerly before the adoption of the slip method, after going to the trouble and expense

Here is an example of how the system we now use works out:

A well-dressed woman comes into the store and asks, "Do you keep Aubry Sisters' Face Cream?"

"No, Madam, we have a large number of different creams in stock, but do not happen to carry that particular kind."

"Isn't it strange? I have been into four other drug stores here and they have never even heard of it."

So far we have not betrayed our ignorance—the fact that we, too, have never heard of the preparation.

She continues: "I have just moved here from New York and have used that cream for years."

We now begin to prick up our ears, for here is a good prospect.

We ask, "What priced jars do you usually buy, Madam?"

"Oh, I never saw anything but the 25-cent size, although I once bought a jar and upon opening it found it was much darker than any I had ever used before. I returned it to the store, and the clerk showed me the difference and said I should always ask for the 'white!'"

SPECIAL ORDER	
Article	<i>Aubry & Aubry Sisters Face Cream 2/-</i>
Manufacturer	<i>Probably Aubry Sisters</i>
	<i>New York N.Y.</i>
Customer	<i>Mrs. J. Meyer</i>
	<i>529 State St.</i>
Phone No.	<i>City</i>
Remarks	<i>specify "white" when ordering</i>
<i>10-7-15</i>	

of getting a called-for article we were often at a loss to know for whom we ordered it. It quite often happened that the inquirer was a stranger to us, but one who could be made a customer if the article desired was forthcoming. Because we had no adequate system we have often lost the effect that this "good service" would have had on the person.

We are now wise to the fact that it is a "powder" in cream form that our customer is looking for, and so reach for the blank, which we start to fill out with the name of the article desired.

At the same time we say, "If you will kindly give us your name and address, Madam, we will send an order to-day and try to locate this article for you."

She gives her name and street number, but says they have no phone as yet, because they are newcomers to the town, and are not permanently located. She also informs us that her husband is a railroad man. She has given us the information necessary for filling out the slip. We tell her that we will let her know immediately when we hear from our order, and she goes out, thanking us for our trouble.

SUBMITTED FOR POISON TESTS

By EMIL DEA

She was a commonplace little woman, but as she entered the store she had undergone a transformation — fairly exuded mystery, it might be said. That she believed "the villain still pursued her" was evinced by nervous backward glances. Her entire person said "s-s-sh" just as plainly as if she had spoken the "sisshy" syllable.

"I have a box of candy here that I believe is poisoned," she confided in a low but determined whisper. "Will you analyze it?"

Figuratively, I sat up and began to observe.

"Certainly," I said. "Have you any particular reason for your suspicion?"

"You can judge for yourself," she responded, keeping up the nervous glancing. "The box is, to say the least, queer. The candy is home-made and was sent from Cleveland, where I don't know a soul. Not a scratch of a pen to tell who sent it."

I looked puzzled, as all wise druggists should in like emergencies.

"Well," I suggested, "I might test it for strychnine or morphine. Either test would cost you ten dollars."

"Try both," came the answer, quick and snappy, to the accompaniment of a sharp little click of the teeth. "If any one thinks she can

We then mail the order to a jobber at once with instructions for the goods to come by parcel post. If not in stock they are to be sent direct.

When the goods arrive we drop Mrs. Meyers a postal saying, "We now have the article in stock for which you were inquiring on October 7, and will be pleased to show it to you at your convenience."

We do not mention what the article is as the woman may be reticent about having other people know what she purchases.

She comes to the store, finds the "beautifier" the same as she has used, wants to pay us extra for our trouble, and upon our refusal to take more than 25 cents spends about a dollar. When leaving she states that hereafter we will have her trade.

poison me off the face of the earth, she has another guess coming. When shall I call? To-morrow?"

"Yes."

I carried the package to the mysterious realms behind the mirrored mahogany partition. Here I unwrapped the outer paper, to find a harmless looking pasteboard box, evidently at one time a repository for cakes of cheap toilet soap. The label of the firm, with the brand heralded in impossible printed roses, still held sway on the lid, and the acrid odor of the soap assailed the nostrils, even at a distance.

The lid was lifted and a flap of oiled paper was turned back. Shades of departed candy-makers! There, arranged in rows of mellifluous temptation, were sweetmeats calculated to make the palate want to multiply itself a hundredfold: halves of fat pecans resting in tiny beds of creamy whiteness; sugared cherries atop melty looking bits of pink fondant; slices of cream, streaked white, and green, and pink, and brown; dates, stuffed with sweetness; luscious fudges—

I swallowed hard three times in rapid succession!

A customer came in and I went to the front

of the store, there to be held for a long time, as other customers came and went.

A friend came in while I was thus engaged, and went back of the case. He was a privileged character, a trained nurse, and I thought nothing of this. He came and went about the store much as he saw fit.

A little later, the rush over, I went back to the box of candy, remembering that I had left it uncovered. One glance and my heart stood still. My friend had devoured a half of the contents of the box!

"I beg your pardon, old man," he said, "but I really couldn't help it. Where'd you get it? Best candy I ever put into my face. Come on; I'll share what's left with you."

"Glad you liked it," I said, thinking hard. "But I'm on a diet and can't qualify. Better not eat any more, though; it'll spoil your dinner, you know—which I want you to take with me. Folks are away and I'm just sort of lurching out, you understand."

"I'm on!" accepted the gourmand. "Lead me to it!"

"Just a minute," I said, and I got busy trying a stomach-pump, to see if it was in first-class working order.

The dinner proceeded uneventfully from soup through to coffee; but somehow the conversation drifted to poisons, symptoms, and antidotes, and stuck there. I held him at the table nearly two hours—just as long as I possibly could.

"Guess I'll stay at the shop to-night and work out a stubborn formula," I said at parting. "Call me up there if you want me for anything." But the telephone remained silent throughout the weary watches of the night.

Bright and early the next morning the nurse drifted into the store, looking as sleek and chipper as does a man who had dined well and breakfasted likewise.

"Candy seemed to agree with you?" I inquired lightly.

"Best darned candy I ever tasted in my life!" the human test declared, his eyes brightening reminiscentially.

Just at this point the lady of the suspicions, shrouded in mystery more dense than on the occasion of her first visit, glided into the store.

"Did you test the poisoned candy?" she asked in a half-hysterical whisper.

"Yes," I replied.

"Which was it—morphine or strychnine?"

"Neither," I answered.

"Was the test—quite conclusive?"

"Absolutely."

The disappointed lady backed warily toward the door, then wheeled suddenly and went out.

"What's the row?" inquired the nurse.

"Oh, the lady was asking about that candy you ate yesterday. She had submitted it for poison tests. I told her you tested it."

Not by the glimmer of an eyelash did the human test-tube betray emotion.

"Did you?" he murmured. Then he stooped and picked up two crumpled ten-spots from the floor.

"The lady dropped these in her hurry," he said.

"My fee," I laughed. "Keep 'em, Jim; they belong to you."

"Splits," said the test, as he tossed one bit of green paper on the counter. And we let it go at that.

BOARD QUESTIONS ANSWERED

A NEW YORK EXAMINATION.

(Continued from the December BULLETIN.)

19. Give the official definition of sassafras.

The dried bark of the root of *Sassafras variifolium* (Salisbury) O. Kuntze (Syn. *Sassafras Sassafras* (Linné) Karsten) (Fam. *Lauraceæ*), collected in early spring or autumn, and deprived of its periderm.

20. Give the official definition of cascara sagrada.

The dried bark of *Rhamnus Purshiana* De Candolle (Fam. *Rhamnaceæ*), collected at least one year before being used.

21. How do mezereum and cotton-root bark differ in (a) general appearance, (b) medicinal properties, (c) official dose, (d) official preparations, (e) habitat.

(a) Mezereum is the reddish-brown bark of the stem. It has an epidermis which is sometimes replaced by a corky substance. Cotton-root bark is the yellowish-red bark of the root and has no epidermis. It also shows an earth contact which is lacking in the mezereum.

(b) Mezereum is used as a sialagogue, stimulant, and alterative, and externally as a vesicant, while cotton-root bark is employed as an emmenagogue and oxytocic.

(c) The official dose (30 grains) of cotton-root bark is four times as much as that of mezereum (7½ grains).

(d) Other than the bark itself there are no official preparations of cotton-root bark, while mezereum is official as the fluidextract and also as a constituent of compound fluidextract of sarsaparilla.

(e) Mezereum is found in the mountainous regions of Europe, Siberia, Canada, and New England, while the habitat of cotton-root bark is Asia and Africa. The latter is also cultivated in the United States.

22. Name three official leaves, giving the definition of each.

(a) Belladonna leaves. The dried leaves of *Atropa Belladonna* Linné (Fam. *Solanaceæ*), yielding by the process given in the U. S. P. not less than 0.30 per cent of mydriatic alkaloids.

(b) Salvia. The dried leaves of *Salvia officinalis* Linné (Fam. *Labiataæ*).

(c) Buchu. The dried leaves of *Barosma betulina* (Thunberg) Bartling and Wendland (Fam. *Rutaceæ*).

23. Define the following botanic terms: (a) tomentose, (b) epicarp, (c) exogenous.

(a) When the surface of a plant (either of stems or leaves) is covered with short and soft hairs (as in mullein) it is said to be "tomentose."

(b) The epicarp is the outer layer of the pericarp (the wall of the fruit).

(c) Exogenous plants are those which increase in growth by the addition of wood on the outer side and next to the bark.

24. Define (a) abortive, (b) analgesic, (c) antacid, (d) demulcent, (e) rubefacient.

(a) An abortive is an agent that causes the premature arrest of a morbid or a natural process.

(b) An analgesic is a remedy which relieves pain either by direct depression of the centers of perception and sensation in the cerebrum, or by impairing the conductivity of the sensory nerve fibers.

(c) An antacid is an alkali which lessens acidity in the stomach but which is oxidized in the blood, and excreted as carbonates in the urine, decreasing its acidity.

(d) A demulcent is a substance, usually of an oleaginous or mucilaginous nature, which soothes and protects the part to which it is applied.

(e) A rubefacient is a substance which produces temporary redness and congestion of the skin without causing exudation between the cuticle and the true skin.

25. Give the definition of a bulb.

A bulb is a spheroidal leaf-bud, usually developed underground, consisting of a cluster of oppressed, thickened, scale-like leaves growing from the top of a stem which is shortened to a mere disk and throws out roots from its lower face.

26. Name an official bulb and give the definition.

Scilla. The bulb of *Urginea maritima* (Linné) Baker (Fam. *Lilaceæ*), deprived of its dry, membranaceous outer scales, cut into thin slices and carefully dried, the central portions being rejected.

27. Give the official definition of ipecac.

The dried root, to which may be attached a portion of the stem not exceeding 7 cm. in length, of *Cephaelis Ipecacuanha* (Brotero) A. Richard (Fam. *Rubiaceæ*), known commercially as *Rio*, *Brazilian*, or *Para ipecac*, or the corresponding portion of *C. acuminata* Karsten, known commercially as *Carthagena ipecac*, yielding, when assayed by the process given in the U. S. P., not less than 1.75 per cent of ipecac alkaloids.

28. Give the distinction between the two varieties of ipecac.

Rio ipecac occurs in pieces of irregular length rarely exceeding 25 cm.; stem portion 2 to 3 mm. thick, light gray-brown, cylindrical and smoothish; root portion usually red-brown, occasionally blackish-brown, rarely gray-brown, 3 to 6 mm. thick, curved and sharply flexuous, nearly free from rootlets, occasionally branched, closely annulated with thickened, incomplete rings, and usually exhibiting transverse tissues, with vertical sides, through the bark; fracture short, the very thick easily separable bark whitish, usually resinous, the thin, tough wood yellowish-white, without vessels; odor very slight, peculiar, the dust sternutatory; taste bitter and nauseous, somewhat acrid.

Carthagena ipecac is similar to *Rio*, but about one-half thicker, dull-gray externally, with thinner, merging annulæ, and the fractured surface of the bark gray.

29. (a) State the habitat of ipecac; (b) give its official dose.

(a) *Rio ipecac* grows in the damp woods of

the Brazilian valleys, Carthagena ipecac comes from Colombia.

(b) As an expectorant, 1 grain; as an emetic, 15 grains.

PHARMACEUTICAL CHEMISTRY.

1. Give (a) the common name for diluted hydrocyanic acid, and (b) state how it is prepared.

(a) Diluted prussic acid.

(b) Mix 15.54 Cc. of diluted hydrochloric acid with 44.10 Cc. of diluted water, add 6 grammes of silver cyanide, and shake the whole together in a glass-stoppered bottle. When the precipitate has subsided, pour off the clear liquid.

2. State (a) the chemical composition of tartar emetic and (b) name two official preparations into which it enters.

(a) Antimony and potassium tartrate.

(b) Compound syrup of squill and wine of antimony.

3. Write the chemical formula for each of the following: (a) ammonium iodide, (b) barium carbonate, (c) mercurous sulphate, (d) salicylic acid, (e) lithium phosphate.

(a) NH_4I .

(b) BaCO_3 .

(c) Hg_2SO_4 .

(d) $\text{HC}_7\text{H}_5\text{O}_3$.

(e) Li_3PO_4 .

4. Give the chemical name of each of the following: (a) AsI_3 , (b) H_3BO_3 , (c) $\text{C}_3\text{H}_5(\text{NO}_3)_3$, (d) $\text{Fe}(\text{C}_2\text{H}_3\text{O}_2)_3$, (e) CdSO_4 .

(a) Arsenous iodide, (b) boric acid, (c) glyceryl trinitrate, (d) ferric acetate, (e) cadmium sulphate.

5. Complete the following equations:

(a) $\text{ZnSO}_4 + \text{H}_2\text{S} =$

(b) $2\text{AgNO}_3 + \text{ZnCl}_2 =$

(c) $\text{Hg}(\text{NO}_3)_2 + 2\text{NaI} =$

(d) $\text{NaHSO}_3 + \text{HCl} =$

(e) $3\text{FeCl}_2 + 2\text{HCl} - \text{HNO}_3 =$

(a) In an alkaline solution zinc sulphide and an alkaline sulphate would be obtained. In an acid solution no reaction would occur.

(b) $= 2\text{AgCl} + \text{Zn}(\text{NO}_3)_2$.

(c) $= \text{HgI}_2 + 2\text{NaNO}_3$.

(d) $= 3\text{FeCl}_3 + 2\text{H}_2\text{O} + \text{NO}_2$.

6. Define the following terms: (a) catalysis, (b) test solution, (c) subsalt, (d) amide, (e) saturation.

(a) Catalysis is a process in which is used

an agent that influences the rate of change in chemical reactions, the agent itself remaining stable.

(b) A solution used for the purpose of determining the identity, purity, or strength of drugs or their preparations.

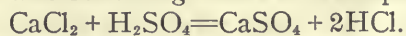
(c) One that contains more of a base than suffices to neutralize the acid.

(d) A compound formed by the replacement of hydrogen in ammonia by another radical.

(e) The impregnation of one substance with another till no more can be retained.

7. How many grammes of anhydrous calcium chloride will be required to convert 175 grammes of official sulphuric acid into calcium sulphate? [Atomic weights: $\text{Ca} = 39.8$, $\text{Cl} = 35.18$, $\text{H} = 1$, $\text{S} = 31.83$, $\text{O} = 15.88$.]

The following reaction takes place:



Official sulphuric acid contains 92.5 per cent absolute acid. Therefore 175 grammes of official acid is equivalent to 92.5 per cent of 175, or 161.875 grammes absolute acid.

110.16 (mol. wt. CaCl_2): 97.35 (mol. wt. absolute H_2SO_4) =

\times (required wt. CaSO_4): 161.875 (wt. absolute acid).

$$97.35 \times = 17832.15$$

$\times = 183.17$ grammes of anhydrous calcium chloride required.

8. Give two chemical tests for distinguishing between yellow oxide and yellow iodide of mercury.

When yellow iodide of mercury is heated with sulphuric acid and a little manganese dioxide, vapor of iodine is evolved. Yellow oxide of mercury does not give this reaction.

In contact with a solution of potassium iodide, yellow iodide of mercury is decomposed into mercuric iodide which dissolves, and metallic mercury which remains undissolved. Yellow oxide of mercury does not give a similar reaction.

9. Give a characteristic test for potassium citrate.

An aqueous solution of potassium citrate yields a white, crystalline precipitate with sodium bitartrate test solution.

10. Write the equation that takes place in the manufacture of ammoniated mercury.



(To be continued.)

SELECTIONS

THE DRUGGIST AND UNFAIR MANUFACTURERS.

Until manufacturers go behind the retail counter, they never will know what a proposition it is, and it sometimes seems that they are out of sympathy with the problems the retailers are up against. It also seems that they do not realize how much more business they could do, if they made a study of the problems that confront the retail druggists. They would then be in a position to know that druggists are not crooks, and should not be advertised as such, and that whatever substitution may be practiced is done purely in self-defense.

Human nature is not so constituted that it will turn the other cheek when one has been slapped, despite the Biblical injunction that this is the proper thing to do. The natural inclination is to fight. If you hit me, I am going to hit back, and take it from me, the druggist who has not the gumption to hit you back is not worth the quarter part of the stamp that goes on a 5-cent item.

The manufacturer may argue that the trouble with the druggists is that they cannot look over the fence and see what they, the manufacturers, are up against. As it happens, I have other interests besides my drug business which place me in a position to view this matter both from the retailer's standpoint and the manufacturer's standpoint, and I have found to my satisfaction and profit that it pays and pays handsomely to handle the proposition from the view-point of the dealer. My experience has demonstrated to me most thoroughly that if I work for the dealer he will gladly do all he can for me. And, after all, is not the success of his customers identical with my own?

AN INSTANCE CITED.

Three years ago this coming April, under the trade name of Sterling Photo Company, I started a developing and printing plant on a big scale, just for amateur work, which in that time has grown so rapidly that to-day we are the third largest consumer of Velox printing paper in the country. My success with this enterprise reads more like a story in fiction than a tale in real life. The first year I ran the plant, three other plants in this city had to give

up business, and a fourth one located in a city near-by moved to another field. Last summer there were employed in this plant thirty-two people who did nothing else but developing and printing. Next summer I expect to have about forty-five.

I lay this whole success to simply one thing: the fact that I have worked out a proposition that was so evidently to the dealers' interests to take up, that of the sixty dealers I solicited when I first opened this plant fifty-six took up the proposition. Since then, without advertising, and no one out soliciting customers, this number has grown to nearly four hundred, and these came in response to a series of form letters I use from time to time, which never fail to produce results.

I, too, have had my experience with prices going up of the materials used in the making of pictures. Not five or ten per cent but hundreds of per cent. Any druggist who does any photographic business at all knows how hydroquinone, metol, pyro, potassium iodide, alum, and practically every chemical used for this work, jumped in price as soon as the war was declared. Hydroquinone, the chemical we use the most of, jumped from 80 cents a pound to \$4, and everything else jumped from three to four times as much as we had been paying. Many of my customers wrote in, inquiring whether there was any likelihood of the prices going up, and I could easily have raised my prices 10 per cent and got away with it, *as the customers expected a raise*. Many finishers did raise their prices. But when I figured out in dollars and cents what the increased cost amounted to, I found that it was only one-half per cent.

PROFITS AMPLE.

Perhaps some of the manufacturers will consider it shows lack of business ability on my part in not taking advantage of this situation, but my profits in this business are ample enough to take care of a loss like this; and, this being the case, I could not for the life of me see why I should pass it on to the retailer, whose profits now are entirely too small to allow for any more reduction. No one knows what a struggle the retail game is, if he has never been in it. It takes years of hard plugging before even a foundation is built in our business, despite the fact that a certain magazine reports exorbitant profits made on prescriptions. Perhaps the manufacturers have the same idea.

This may have been so before my time, but it is not the case to-day.

I can view the whole situation in a broad-minded way, because I am now in a position that does not make me depend on my drug business. I could drop out of the drug business and make a better living than I ever did in it, but I have no desire to do this, and probably will be actively engaged in the business as long as I live, because I like it. I think the business gives a man a chance to be useful to his community, and of course every druggist is looked up to as a trifle better than the ordinary run of business men; and it is proper this should be so, because the druggist fills a corner in this world that no one else can fill. I have the deepest sympathy for my brother druggists, and hope the day will never come when I will lose my power of feeling that I am a part of them.—GEORGE I. SCHREIBER in *N. A. R. D. Journal*.

THE A. PH. A. STAND ON PATENT MEDICINES.

The Committee on Proprietary Medicines of the American Pharmaceutical Association rendered its first report at the San Francisco meeting. Among other things it outlined minimum requirements with which, in its judgment, proprietary remedies should comply in order to render them safe for direct sale to the general public.

The following declarations are provisional, and subject to repeal, modification or expansion, as the commission may later decide:

1. *Prescription Fakes, Concealment of Proprietary Character.*—The preparation must not be named or advertised in such a way as to conceal its proprietary character and lead the purchaser to believe that it is a simple chemical or vegetable drug ordinarily purchasable in small quantities instead of a proprietary mixture or substance.

2. *Methods of Marketing.*—The preparation must be one which is regularly offered to the public through the usual trade channels—i.e., through regular wholesale and retail dealers in ready-made medicines, and thus subject to inspection by the authorities charged with the enforcement of state food and drug laws.

3. *Alcohol Content.*—If the preparation contains alcohol, it must be sufficiently medicated to prevent its use as an intoxicating bev-

erage, and in addition to this requirement, the proportion of alcohol present must not be greater than is properly necessary to hold in solution in permanently active condition the essential constituents of the preparation, and to protect the preparation against freezing, fermentation, or other deleterious change.

4. *Content of Habit-forming Narcotic Drugs.*—If the preparation is one which is capable of being used internally, whether recommended for internal use or not, it must not contain cocaine, nor shall it contain opium or any of its alkaloids or their derivatives, in greater proportions than those specified in Section Six of the Federal Law commonly known as the Harrison Act, and it shall also contain other active drugs in such proportion that the use of the preparation will not be likely to create a drug habit, nor satisfy such a habit when previously existing.

5. *Remedies for Children's Use.*—If intended for administration to infants or children, the preparation must not contain cocaine, or opium or its alkaloids, or their derivatives, in any proportion whatever.

6. *Activity of the Preparation, Cautions Against Misuse.*—The preparation must be of such character that it will not be liable to endanger life or health when used in accordance with the accompanying instructions, and if the preparation is one which is liable to occasion injury when improperly used or when used to excess, the accompanying literature must bear instructions tending to guard against such improper or excessive use.

7. *Immoral or Illegal Purposes.*—The preparation must not be intended for use as an abortifacient nor for use for any other immoral or illegal purpose, nor must it be advertised or recommended either directly or indirectly as an abortifacient or for any immoral or illegal purpose.

8. *Incurable and Contagious Diseases.*—The preparation must not be advertised or recommended as a cure for diseases or conditions which are generally recognized as incurable by the simple administration of drugs, or for the cure of contagious or acute diseases the treatment of which properly requires the supervision of a qualified medical attendant.

9. *Conformity to the Federal Food and Drugs Act.*—Neither the label on the package nor any of the accompanying literature shall bear or contain any statement in conflict with

the misbranding provisions of the Federal Food and Drugs Act.

10. *Advertising Not Accompanying the Package*.—Advertising not accompanying the package shall conform substantially to the statements on the label, carton or in the accompanying circulars as to the origin, composition, or character of the preparation, or concerning its curative or remedial value.

OLD PHARMACEUTICAL TERMS.

Words of pharmaceutical or medical import are not very numerous in the new double-section of the "Oxford Dictionary," but there are a few which yield matter of considerable interest.

Soda is one of these. It is of unknown origin. The alkali was originally obtained from salt-impregnated plants, especially from species of *salsola*, but whether there is any connection between its name and that of the species does not appear. "*Soda*" first occurs in English in 1558; in a translation of an alchemical treatise, a hundred years later, it is referred to as "*zoza* (or *soda*)."
The name *sodium* is due to Davy, who discovered the metal in 1807. "*Soda*" is also an old name (now obsolete) for headache, from the Arabic *soda*, to split, and for heartburn, in which sense it is thought to be connected with "*seethe*." The first quotation for *soda water* is under date 1802, which is late.

Soap occurs first in the Saxon Leechbook (1000) as *sape*; its connection with medicine is thus seen to be of ancient date. It is curious that an earlier date than 1852 was not found for *soap liniment*, and that among medicated soaps the old jalap, antimonial, and cotton oil soaps are not mentioned; *perfumed soap* first appears in 1704, but must be much older.

Socotrine, as applied to aloes, was formerly spelled *cicotrine*; it first appears in 1425. The first quotation for *snowdrop* is from Boyle (1664), but it appears in Johnson's "*Gerard*" (1633), though Gerard himself calls the flower the bulbous violet; it is not a native of England. *Snow*, with various qualifying words, was once a name for the white oxide of antimony; it occurs, too, in several plant-names, such as *snow-in-harvest*, *Solomon's Seal*, *sorghum*, *sorb*, *sops-in-wine* (the clove pink), and other interesting plant-names are also dealt with in this section.

Solazzi is the name of an Italian maker of liquorice in sticks; its date is 1861. *Snuff* first occurs in an advertisement of one James Morcock, snuffmaker, in 1683. "*Cephalick Water*, or *Liquid Snuff*," follows in 1709. The baby's *soother* does not appear until 1896!—*Chemist and Druggist*.

ORIGIN OF THE WORD PHARMACY.

The word "pharmacy" has been a good deal discussed recently, and a somewhat fuller account of this and other words of the group to which it belongs may be interesting. These words are all derived ultimately from the Greek *pharmakon*, a drug, which Professor Skeat suggests may have come from the Doric form of a verb signifying "to bring (help)." Unfortunately for this suggestion, however, the word appears from the first to have carried a pretty strong suspicion of poison, of sorcery, enchantment, and other black arts.

The earliest date given in the Oxford English Dictionary for any word derived directly from *pharmakon* is 1541, when R. Copland used "*pharmaceutyke*" to designate one of "the parties (parts) of the art of Medecyne," and "*pharmacopole*" for a dealer in drugs. This latter word is now obsolete, but Erasmus Darwin used it in 1790, and in its later form, "*pharmacopolist*," it is still occasionally met with.

The English form, "*pharmacia*," by the way, appears in Blair in 1720, but it did not "catch on." The full form, "*pharmaceutical*," does not occur until 1648; "*pharmaceutist*" not until 1836, two years after "*pharmacist*," the earliest quotation for which is 1834; the first authority for this, much the better form, being Lytton's "*Last Days of Pompeii*." "*Pharmacopœia*" appears first as an English word in Burton's "*Anatomy of Melancholy*" in 1621. Long before any of these words found a recognized place in English, "*pharmacy*" had been imported from the French by Chaucer ("*The Knight's Tale*"), in whose "*Somme hadden salues and somme hadden charmes, Fermacies of herbes*," it still carries a suggestion of magical arts. This meaning of a medicine the word has long lost, but by 1597 it had acquired that of the art of preparing and dispensing medicines, and by 1883 that of a drug store or dispensary, and both of these it still retains. It will be seen that in the last sense it is older than "*pharmacist*."—*Chemist and Druggist*.

LETTERS

TURNING CREDITORS INTO CUSTOMERS.

To the Editors:

We are a comparatively new concern here, and in order to firmly establish our credit, all city bills are paid promptly on the tenth of each month. No purchases are paid for when bought, so that on the first of the month we have from one hundred to one hundred and twenty-five bills coming in. When remittances are sent, a card similar to one reproduced herewith and stickers bearing the firm name are enclosed.

We should like to have druggists in dif-

IT is our pleasure to hand you the enclosed check, and while we regret that it is not larger, it represents our wants for the past month in your line, and we hope that the succeeding purchases will be greater. Can't we have a part of your family Drug Store account? Enclosed you will find some stickers; please take them home and ask the family to try our service for one month—we will appreciate it.

TELEPHONES 731-732

THE WARNER DRUG COMPANY

ORNDORFF HOTEL BLOCK

ferent parts of the country tell us what proportion of their general expenses is paid for employees' salaries and for rent, and also what ratio this proportion bears to the gross business done each month.

El Paso, Texas. **MILTON A. WARNER,**
The Warner Drug Co.

[Will not BULLETIN readers who have the desired information kindly let us know in order that Mr. Warner's questions may be answered satisfactorily?—THE EDITORS.]

A WAGON BUSINESS DIDN'T PAY.

To the Editors:

Without doubt most druggists operating in rural districts have been irritated, to say the least, by wagon peddlers, who go around through the country selling medicines, extracts, and stock foods to farmers. I finally got "irritated" to the point that I put out three wagons myself.

But it didn't work. I kept one or two or all three of the wagons out for more than four years, but I pulled the third one off last week.

The wagon business is a kind of a skin-game affair, anyway. You have got to have your men bonded and then watch them all the time. I found it hard to find bondsmen—so many of them throughout the country have been stung by the different medicine wagon companies. I think the big concerns have made most of their money out of the poor devils who signed bonds for peddlers.

From a financial standpoint I am not out anything, but what I have had to do to keep even with some of my men would fill a book. Taking over real estate, trading horses, and confiscating cows are only a few of the stunts I have pulled off.

We get quite a few mail orders, which help, and of course we push the line here in the store, and have worked up a nice trade on some of the remedies. However, it seems to me the same amount of energy and money can be made to work better in other ways. And take it from me these same peddlers have to take some mighty hard knocks. Personally I would prefer the trenches.

We all enjoy the BULLETIN. It is certainly a live magazine, and very helpful.

FREDERICK P. SAWYER.

SELLING EXTRACTS IN THE HOME.

To the Editors:

A short time ago my records showed that I was doing well if I broke even. It was plainly up to me to make some changes.

I didn't want to let my clerk go, so I began to devise some way by which I could afford to keep him. I first asked him if he had any objection to calling on people at their homes. He said he didn't have.

I then put up some extracts—lemon, vanilla, and so on—in 3-ounce bottles, to sell, for the most part, at 25 cents, and started him out with them.

Women are careless about buying extracts. They order them from the grocer and take without question anything that is sent. But when all this is pointed out to them and a talk on quality is hammered home, they begin to see where they are making a mistake.

Our town has 5,000 inhabitants, and there was never a day when he went over the city the first time that my man sold less than ten dollars' worth of extracts. One day he sold thirty-eight dollars' worth, but a sale to a

bakery and another to a grocery store helped to swell the total.

I realize fully that every house-to-house salesman can't do this, but my man is unusually good at that sort of thing.

I shall continue this method of selling extracts. I plan to have the city covered once a month. And I shall branch out into the smaller places, also, working all of them within a radius of 20 miles. VIRGIL WILSON.

FAIR CHARGES.

To the Editors:

I am going to venture price suggestions on the two prescriptions printed on page 445 of the October, 1915, BULLETIN. For the one calling for 30 capsules, and for which a Texas druggist said his customer and the doctor both objected to a price of \$4.00, I think that \$5.00 is only a fair charge.

Figuring according to cost prices prevalent in this section of the country, I get the following:

Stypticin120 grains @ \$7.00	per ounce = \$1.92
Ergotin 60 grains @ .84	per ounce = .12
Suprenal		
extract 60 grains @ 1.20	per ounce = .17
Hydrastine hydro-		
chloride	... 15 grains @ .057	per grain = .86
Container and capsules (at least)	= .03
Total	3.10

Reckoning 50 cents as a compounding fee, and adding a profit on the cost of 50 per cent (\$1.55), makes \$5.15 a legitimate charge.

The prescription on which an Arkansas druggist made a price of \$1.25, but which the customer claimed to have had filled for 50 cents, should bring the \$1.25 price according to the system I follow.

The price is arrived at in this way:

Iodoform3 drachms @ \$.40	per ounce = \$0.17
Hydrarg.		
Chlor. Mit.	...3 ounces @ 1.80	per pound = .34
		.51

Adding to this a compounding fee of 25 cents and a profit of 100 per cent (51 cents) gives \$1.27 as a fair charge for the mixture.

Denver, Colo. GEORGE H. BENTON.

AN ARTIFICIAL LAKE IN THE WINDOW.

To the Editors:

About a year and a half ago I decided to put in a full line of fishing tackle; so I looked around to see what the other stores had and what they did not have. I then put in a line as much different as I could.

After I received my goods the next thing was to let the public know about it. I made up my mind that a window display would turn the trick to the best advantage.

I first took a flat pan that would hold about three gallons of water, and around this pan I built a plat to look just as much like the bank of a small lake as possible. Then I caught a few minnows and put them into this lake. I also set four or five small poles, fully equipped, on the bank, letting the lines extend into the water.

It was surprising how the people would flock around this window and watch those fish at play in my little lake! The idea was certainly a good one, not only with respect to fishing tackle, but I sold other things that I would not have sold if I had not got the public interested.

I am fixing to put in a larger line next summer than I carried last year, and I shall have to figure how to advertise it again. But one thing is sure: I shall have another artificial lake in my window. C. R. PIKE.

Willard, Mo.

HERE'S A NEW ONE!

To the Editors:

I am sending you an order received by us not many days ago. It took us some little time

*please send me a medicine
squirts a small one
you no fore men*

to discover what was wanted, and then we had a hearty laugh!

W. A. BOREN.

Eldorado, Ill.

This wonderful little magazine is a source of information in any branch of pharmacy, and no druggist should be without it.

Aylmer, Ontario.

E. A. RICHARDS.

Of all the trade journals I receive, I enjoy the BULLETIN most and consider it in actual value way above all others.

Edmonton, Alta.

W. A. WOODHOUSE.

PRACTICAL PHARMACY

Converting from Metric to Apothecaries' System.—

In view of the fact that the shortly forthcoming National Formulary IV, to be in conformity with the U. S. P., will not give the grains per fluidrachm in the various formulas, Wm. A. Hall, at a recent meeting of the Detroit Branch of the A. Ph. A., offered a short cut that enables the pharmacist to quickly and accurately arrive at the desired information.

His rule for estimating the number of grains of an ingredient in a fluidrachm of a preparation, the formula of which gives the number of grammes of the ingredient in 1000 Cc. of the complete mixture, is as follows:

To the quantity given add 1/7, preserve the decimal point, and divide by 20. The result is the number of grains, or fraction of a grain, to the fluidrachm. As an illustration, the case of elixir iron, quinine and strychnine phosphates, U. S. P., may be worked out as follows:

Ferric phosphate.....17.5 grammes.
Quinine 8.75 grammes.
Strychnine 0.275 grammes.
In 1000 Cc.

$$\begin{aligned} 17.5 \times \frac{8}{7} &= 20. \quad \div 20 = 1 \text{ grain per fluidrachm.} \\ 8.75 \times \frac{8}{7} &= 10. \quad \div 20 = \frac{1}{2} \text{ grain per fluidrachm.} \\ 0.275 \times \frac{8}{7} &= 0.3143 \div 20 = .015 \text{ grain per fluidrachm.} \end{aligned}$$

Mr. Hall proves the correctness of his short-cut method by the following:

1 fluidounce=29.57 Cc.

1000 Cc.÷29.57=33.8 fluidounces (270 fluidrachms) in 1000 Cc.

1 gramme=15.432 grains.

17.5 (grammes of ferric phosphate in foregoing formula) multiplied by 15.432=270 grains in 1000 Cc.

Therefore there is 1 grain in one fluidrachm (270÷270).

The short cut may be simplified still further by first dividing 8/7 by 20, which is the equivalent of 4/70. Then all that is necessary to do is to multiply the amount of the desired ingredient by 4/70. The result is the number of grains in a fluidrachm.

Some Tricks of the Trade.—

The following disconnected thoughts, none of which are original, have been collected from various sources and are offered in the hope that they may be of service to others, says R. Albro Newton, Pharm.D., in a recent issue of *The Apothecary*:

The Pharmacopœia directs that stronger rose water be kept in a bottle stoppered with cotton, and this same precaution taken with other aromatic waters, as cinnamon, peppermint, etc., will be found to add greatly to their keeping qualities.

A ceramic pencil which will write on glass is convenient for marking bottles, tubes and dishes to prevent errors at the work bench.

If a pair of forceps are squeezed shut and then bent at right angles sideways about half an inch from the tip

they will be found more convenient for picking up small weights and vessels.

A flour mixer and sifter is handy for mixing Seidlitz mixture, horse powders, etc.

Small amounts of emulsions are quickly made in the fountain mixer for egg drinks.

Kieselguhr is a much more efficient filtering medium than talc or calcium phosphate.

In making syrup of hydriodic acid, if the syrup and water are mixed and filtered before adding the acid, there is less danger of the product turning yellow. Some filter paper decomposes hydriodic acid readily.

As a stand for filling capsules with liquids, holes punched in a candy box cover do the work satisfactorily and the capsules are counted automatically.

To fill collapsible tubes at the prescription counter, roll the ointment in paper, insert the roll into the open end of the tube and squeeze the ointment in with the fingers. This is much easier than using a spatula.

In dissolving mercury cyanide for antiseptic solutions use twice its weight of borax and there will be no difficulty.

Strong solution of borax dissolves shellac readily. This solution is a good base for sign paint and for leather dressing.

Test tubes are very convenient for making small quantities of solution and stand heating better than graduates and other thick glassware.

Carbolic acid may be easily liquefied by adding the required amount of water and tipping the bottle, then allowing to stand. This saves the bother of heating.

Small volumes of oils and acids are best measured in pipettes. Pipettes can be easily made from glass tubing by marking a piece with a file, filling with water to the mark, allowing the required amount to run out and then marking again.

Oleic acid, to which is added an excess of ammonia water, makes a fine soap for cleaning greasy dishes such as candy trays and salted peanut jars.

Only pure soft extract of licorice should be used in making brown mixture. It is practicable to make this soft extract in the store since no alcohol is used in the percolation and special apparatus is not needed in the evaporation. A pound of licorice yields about four ounces of finished extract.

Menthol in Aqueous Mixtures.—

A method for compounding the following prescription is described by the *N. A. R. D. Journal*:

Mentholis15 grains.
Liquoris calcis q. s. ad.....3 fluidounces.

Misce; signa: Use in atomizer.

The menthol should be placed in a glass mortar, reduced to powder and triturated with the lime-water for about three minutes, and the mixture then filtered. The clear, filtered solution only should be dispensed.

The intention of the prescriber is to produce a saturated solution of menthol. The mixture should not be heated, as upon cooling a portion of the menthol will separate, and this would have the same effect as if the mixture is not filtered, namely, the crystals of menthol would have a very irritating action upon any mucous surface with which they might come in contact; this is exactly the opposite of the prescriber's intention.

BUSINESS HINTS

Counter Service.—

"Chief among the attributes of good counter service," said Orrin O. Bigelow, at the 1915 meeting of the New York State Pharmaceutical Association, "is the personal touch, the desire to satisfy the customer by fulfilling his or her wants.

"The clerk who sells a one-cent stamp, calls a number on the phone, or gives information about trains with the same readiness and courteous treatment with which he makes a large sale is certainly serving his employer much better than the one who does not.

"That same clerk, however, may have the desire for service so inbred and so enlarged that when the inspector for the State Board of Pharmacy drops in, while the boss or licensed man is out to lunch, and calls for a 2-inch bandage and a bottle of carbolic acid, he either forgets or puts aside limitations, makes the sale, and gets the boss in trouble.

"Another time when this desire to please becomes overgrown is when a clerk overreaches his authority and either makes a special price or gives away an article of value to please and gain the friendship or personal patronage of the customer.

"Counter service calls for a large amount of good judgment. A day laborer would be bored if served with the same politeness accorded an aged invalid woman.

"One feature which we practice, as far as possible, is to hand women good clean bills with their change, and I know of cases where this small feature has won friends to our store. Making oneself agreeable to pessimistic and disagreeable people is also a to-be-tried-for attainment in this connection.

"Neat, well-wrapped bundles and polite counting of change both help. A pleasant 'Good morning' or 'We shall be pleased to serve you at any time,' or 'Will there be something else?' or any of the other pet phrases seldom lose their efficiency when given with an intent to please."

An Advertisement for the Prescription Department.—

"The Co-Operator," published in the interest of retail merchants by the *Chicago Tribune*, suggests the following text for display cards or circulars, to be used by pharmacists, says the *British Columbia Pharmaceutical Record*. Each pharmacist may alter the advertisement to suit his particular neighborhood:

Science and Skill in Prescription Filling.—The ingredients that enter into your prescriptions play an important part, but the way these ingredients are mixed is equally important.

Science, as well as skill, must be brought to bear on every prescription, if the best results are to be expected. The patient deserves the best results, also your doctor. Your prescription represents our skilful compounding and the results of modern scientific advancement. We solicit the opportunity to fill your prescription.

We certainly do try to please every customer. We realize the uselessness of getting customers and not

holding them, so you can rest doubly assured that all your dealings at our store are made pleasant and profitable. Good goods, courteous service, and reasonable prices are the principal points in our selling policy.

You owe it to the sick one—to yourself—to your doctor—to bring or send the prescription to us, the dependable prescription druggists both from a standpoint of economy and moral responsibility.

"The Phone of a Thousand Ears."—

Educating customers to the use of the telephone is a means adopted by G. M. Chatfield, of Montgomery, Alabama, to build up his business. He has adopted as one of his slogans "The Phone of a Thousand Ears Hears the Phone of a Thousand Voices."

Here is one of the newspaper advertisements used by Mr. Chatfield to call attention to his service:

THE PHONE "OF A THOUSAND EARS"

When the phone "Of a Thousand Voices" empties its great volume into the phone "Of a Thousand Ears," a wonderful transformation immediately occurs. The stream is resolved into its integral parts and each voice is heard distinctly and clearly.

The phone "Of a Thousand Ears" hears each voice and listens courteously to every sound. It ascertains the exact wants of each voice and then sets in motion the wonderful Chatfield system of quick, rapid-fire delivery that distinguishes this service from all others.

PHONE 670

The delivery service spoken of is a bicycle one, and to impress its value upon customers this slogan is used in the store advertising: "No Purchase is Too Small or Distance Too Great for Our Quick Delivery."

Creating Sales Opportunities.—

Creating favorable opportunities for opening a sales talk is the hobby of a druggist whose store is located in a middle-western city.

He has one scheme that is particularly effective for getting a prospective customer interested in safety razors.

Right on top of the cigar counter this druggist keeps a small display case of the razors. But instead of having the razors neatly arranged in the case, one is always out on the counter. It is out of the box, and some of the literature concerning it is handy by.

When a customer approaches the cigar counter the clerk behind it is apparently busy with the razor, preparatory to replacing it in the case. Still with the razor in his hand, the clerk hands out the desired smokes and then launches into his demonstrating talk.

He goes at it something like this:

"By the way, Mr. —, you might be interested in looking over this safety razor before I put it back in the case."

Then he swings into a description of the merits of

to time, and in it are listed all the goods of various lines carried by the store. As can be seen by the accompanying reproduction, many of the items listed are illustrated by cuts.

Part of the space is devoted to exploiting the company's mail-order department.

By saving the advertisements as they appear the customer eventually acquires a comprehensive price-list of all the merchandise offered by the store—a list that will be of much practical value when it is desired to order goods by mail.

A full-page space is taken in a local paper from time

Telephones - 731 - 732
Orndorff Hotel Block

CAPSULES OF SCIENCE

Prepared by WILBUR L. SCOVILLE.

Przemycal Captions.—

Italian and Russian bacteriologists have independently discovered the organism which probably causes pellagra.

Gold chloride is quite poisonous, but solutions of colloidal gold, while exerting a strong therapeutic action, are practically harmless.

Theobromine forms a compound with lime which is 25 times more soluble in cold water than theobromine, and it acts more rapidly and intensely when taken into the stomach.

Moist digitalis leaves deteriorate rapidly owing to enzyme action. Dried leaves keep almost indefinitely.

Iron is added to beer in Germany to increase the tonic effect. Iron lactate is the best form so far as the appearance of the beer is concerned, but affects the flavor more than the glycerophosphate.

Concentrated cider is proposed to be made by freeing fresh cider, centrifuging the broken crystals, and collecting the concentrated juice.

Grain plant, growing in India, secretes malic and oxalic acids so abundantly that these can be collected in commercial quantities by simply washing the growing plants weekly.

Ten per cent of glycerin has no effect on alcoholic fermentation, and a concentration of 42 per cent is needed to stop it.

Channa, a tropical drug, contains an alkaloid, mesembrine, which resembles cocaine in its physiological action.

Only the mucous membrane of the digestive tract can withstand digestion, because its cells contain antiferments, but other living tissues are digested when transplanted into the stomach.

When strychnine is dissolved in a fat, or an emulsion containing fats, and injected subcutaneously, its toxicity is diminished. This decrease is greatest with petrolatum, but fixed oils have a similar effect, except butter.

Experiments on the use of radium as a fertilizer at the Illinois Experiment Station, during three years, fail to show that it has any value for this purpose.

M. Caplan finds that filtering dilute solutions of strychnine, adrenalin, etc., through asbestos will remove all of the principles from solution, the latter being absorbed by the filtering medium.

English chemists have concluded from a series of comparative tests that iodine is about four times as efficient a germicide as phenol.

Cow's milk contains 0.00003 to 0.00013 per cent of iron, but the proportion cannot be materially increased by dosing the cow with iron.

Salvarsan is a strong antiseptic on the germs of anthrax, erysipelas, and glanders, but less active on other germs.

Saponin increases the antiseptic action of phenol and similar products, but decreases that of silver nitrate and mercuric chloride.

Copper and zinc oxides have marked germicidal

properties, and they are more powerful when combined than when used alone.

Radium emanations, in limited amounts, stimulate the activity of yeast and produce a more complete conversion of sugar into alcohol. It is being tried in wine-making with promising results.

The only commercial source of alcohol in the Philippines is the sap of the nipa palm. The present yield is about 2,500,000 gallons of alcohol per annum, but the obtainable yield is estimated at 50,000,000 gallons each year. It only needs developing.

Methyl alcohol has an antiseptic action, being strongest in this regard when 70 per cent of alcohol is present, but the presence of methyl alcohol in formaldehyde solutions is not found to add to the disinfecting power of the formaldehyde.

Chicory, when roasted, develops an empyreumatic oil which is analogous to coffee oil and is similar in composition. This explains its use in coffee blends.

H. Lenger finds that solutions of scopolamine lose their physiological action on standing, even if acid in reaction.

During 1914 there were 600,000,000 lbs. of explosives shipped in the United States without the loss of a life. (*In, not from.*)

The four most dangerous articles for transportation are matches, charcoal, gasoline, and nitric acid.

White ants destroyed the lead covering of a cable in the tropics, not by eating it, but by excreting formic acid upon it which did the "eating."

Tense Tests.—

German biological chemists now propose to test certain medicinal preparations, particularly of cinchona, digitalis, senega, and valerian, by measuring the surface tension. This is claimed to vary with the activity of the preparations.

A new method of extracting the oil from lemons is claimed to handle a thousand lemons in 22 minutes at a cost of 2.3 cents for labor, and to obtain 2.5 per cent more oil than the older processes.

If a trace of mercury be amalgamated with aluminum, the latter will burn in dry air, forming oxide rapidly enough to make it appear that it grows out of the metal.

Iron can now be plated with lead or with aluminum, with special protective agents. The iron must be scrupulously clean and the plating solutions must be protected.

When starch is boiled in water the amylose dissolves but the amylopectin simply swells, but the two cannot be separated by filtration.

Glycerin is a feeble antiseptic and some germs resist destruction in a 50-per-cent glycerin solution. Most non-spore-forming organisms die within four days in a 50-per-cent glycerin solution.

When used hypodermically, the organic salts of iron are found to relieve anemia while the inorganic do not. The latter increase the hemoglobin, but do not affect other symptoms.

Powdered charcoal has been shown to accelerate digestion when used in liberal amounts.

Lead poisoning may be contracted through polluted water, by means of snuff, or in the use of enameled household utensils which yield lead to foods.

Manganese is the only one of the heavy metals, except iron, whose salts are entirely non-poisonous. This

is thought to be due to the fact that manganese salts do not combine with protoplasm.

Cottonseed is found to contain a poisonous substance termed "gossypol," which loses its toxic properties by oxidation in the air.

Analyses of glass from the Rheims cathedral show that the violet color in the glass is due to manganese salts, the blue to cobalt, the red to copper, and the green to combinations of copper, iron, cobalt, and manganese.

Gold has been found in commercial litharge, but not in sufficient quantity to excite anybody's cupidity.

A Nevada ore, recently discovered, contains gold, silver, platinum and palladium, all in paying quantities.

If grapes are crushed, and the mass fermented, methyl alcohol will be found in the wine. But no methyl alcohol is formed in the fermented juice which has been freed from the mass.

Safety First.—

Lettuce, radishes, and similar vegetables which are eaten uncooked are liable to contamination with typhoid bacteria. These can be killed without injuring the flavor of the vegetables by soaking for an hour in water containing two tablespoonfuls of vinegar to a quart.

Liquid Air.—

The commercial production of liquid air is increasing rapidly and machines are made which are capable of making 30,000 gallons per hour. The chief uses are for the production of pure oxygen or nitrogen and of neon, the latter being used for filling electric light bulbs.

Powdered Mercury.—

By triturating mercury with lycopodium and a very little oil of turpentine, a dry, yellowish-gray powder is readily obtained in which the mercury is finely subdivided. Such a powder can be made to contain 33 per cent of mercury. It is most suitable for external use.

If!—

G. F. Becker says that "if the level of isostatic compensation is as deep as 140 kilometers, and if this is also the eutectic level, then the earth must be 100 million years old, the radioactive layer can be only 4.74 kilometers thick, and 26 per cent of the heat emitted by the earth is of radioactive origin."

Made in America.—

Florida and Texas will add camphor to their important products in the future, thousands of trees having been planted in each State. Florida produced 10,000 lbs. of camphor last year. The yield increases with the age and size of the trees, and 50 years is a conservative estimate of the time required for large returns.

A True Hair Tonic.—

Dr. Josephson says that loss of hair is probably caused by a deficiency in secretion of some endocrinous gland. In children the administration of thyroid often results in an increased growth of hair. In adults the thyroid, the pituitary gland, the reproductive glands, and the suprarenal gland all appear to play a part, and if we could determine which one is deficient the treatment of baldness in all its degrees would probably be a simple matter, with uniformly beneficial results. To determine which gland is deficient is not, however, an easy matter.

Colloids.—

Colloidal solutions of iron are free from objectionable taste, colloidal solutions of alum in iron acetate are free from astringency, and colloidal solutions of silver are probably, in themselves, inert. But on administering these, the colloidal form is probably broken, the salts ionize, and the ions exert their characteristic actions.

Take — in Water.—

L. Mennier finds that the dilution of medicines is an important factor in their action, particularly in the stomach. He states that when the solution is isotonic, having a freezing-point depression of 0.350, it passes through the stomach more rapidly and in larger amounts than more concentrated or more dilute solutions, hence causes less gastric disturbance.

A Color Preservative.—

Professor Greenish says that darkening in solutions of sodium salicylate in presence of an excess of alkali can be prevented by adding a little sodium sulphite or bisulphite. Only a very little is required—about one per cent of the sodium salicylate present. The darkening is most rapid in solutions containing sodium bicarbonate or sesquicarbonate, and is promoted by the action of air. Sodium carbonate or hydroxide does not darken the salicylate as rapidly or as deeply.

Bottle Tests.—

L. Krober gives the following tests for bottles that are to be used in prescription work, and particularly for alkaloidal solutions. After sterilizing in steam for thirty minutes, a 2-per-cent solution of morphine sulphate should remain colorless, or show at most only a pale yellow color after 24 hours; a 0.5-per-cent solution of strychnine nitrate should deposit no crystals; a one-per-cent solution of mercuric chloride should develop no colored oxide; a 0.1-per-cent solution of narcotine hydrochloride should show no flocculent matter after one hour; and 2 or 3 drops of phenolphthalein in 100 mls of distilled water should show only a pale rose color after 24 hours.

Alkaloidal Activity.—

Two German chemists, Traube and Onodera, state that certain alkaloids of high molecular weight, such as atropine and quinine, are more poisonous in alkaline than in acid solutions. This is due to the free alkaloid being in colloidal solution, while the salts form true solutions. The surface tension of the water is reduced by the colloidal solution, but is scarcely affected by the true solution, and the reduced surface tension promotes the absorption of the alkaloid and increases the intensity of its action. It is thought that any alteration of the surface tension disturbs the equilibrium and affects the normal velocity of reactions in the organism, thus increasing or diminishing the toxic effect. With alkaloids especially the alteration in surface tension is the chief factor in toxicity, their action being more physical than chemical. It is further suggested that the localizing of action of various alkaloids may be due, in part at least, to a varying alkalinity in the different organs of the body.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Half a Dozen, Assorted.

C. D. writes: "Here are several questions which I desire to have answered: (1) How many grains of asafetida are used in 6 fluidounces of emulsion of asafetida? (2) How many grains of potassium iodide are required to make one fluidounce of a saturated solution? (3) Is there a Federal law in regard to the sale of ergot, and is there a Michigan State law concerning it? (4) How is liquid sulphur made? (5) What is the formula for solution of citrate of magnesia? (6) How much should a physician be charged for $\frac{1}{2}$ fluidounce of a 6-per-cent solution of cocaine?"

1. 109 grains.

2. A troy ounce of potassium iodide dissolved in five fluidrachms of water will measure almost exactly one fluidounce.

3. It is contrary to both Federal and State laws to offer for sale any drug the purpose of which is to produce abortion. If ergot is supplied for this purpose, its sale, of course, is a serious misdemeanor. When ergot is sold for other uses, there must be affixed to the container, under the Michigan State law, a label displaying the name of the drug and the word "poison" distinctly shown, together with the name and place of business of the seller, all printed in red ink.

4. By "liquid sulphur" we assume you mean solution of sulphurated lime. The formula follows:

Lime, freshly slaked.....165 grammes.
Sublimed sulphur.....250 grammes.
Water, q. s. ad.....1000 grammes.

Mix the slaked lime with the sulphur, and add the mixture gradually to 1750 Cc. of boiling water. Then boil the whole, under constant stirring, until it is reduced to 1000 grammes, strain, and having allowed the solution to become clear by standing in a well-stoppered bottle, decant the clear brown liquid, and keep it in completely filled and well-stoppered bottles.

5. Solution of citrate of magnesia can be made according to the formula which appears on page 267 of the United States Pharmacopœia. Several formulas embodying suggested improvements for making this preparation have appeared from time to time in back numbers of the BULLETIN. We suggest that you consult the annual indexes which appear in the December issue each year if you wish to experiment with different methods of manufacture.

6. The question of the proper price to charge a physician for preparations intended for his own use is one that cannot be settled arbitrarily. Much depends on the druggist's relations with the particular physician. In all cases, of course, the cost of materials and labor should be charged for, and, if desired, a satisfactory profit added. There are some druggists who consider

15 per cent above cost a legitimate charge for anything supplied to doctors. Perhaps some of our readers who make a practice of selling to physicians will send in a description of the methods used to figure prices for this class of patrons.

Cod-liver Oil Emulsions.

The S. Laboratory writes: "We would like to be informed as to the best way to make emulsion of cod-liver oil. Also can malt extract be made into an emulsion with cod-liver oil? We would further like to know the addresses of manufacturers of emulsion-making machines."

The formula for emulsion of cod-liver oil given on page 129 of the United States Pharmacopœia produces a satisfactory product. Here is the formula:

Cod-liver oil.....500 Cc.
Acacia (in fine powder).....125 grammes.
Syrup100 Cc.
Oil of gaultheria.....4 Cc.
Water, q. s. ad.....1000 Cc.

Rub the acacia with the cod-liver oil in a dry mortar until uniformly mixed, then add at once 250 Cc. of water and triturate rapidly until a thick, homogeneous emulsion is produced; to this add the oil of gaultheria and the syrup, with enough water to make the product measure 1000 Cc., and mix thoroughly.

Additional formulas for cod-liver oil emulsions may be found on pages 46 to 51 of the National Formulary, from which the following for emulsion of cod-liver oil with extract of malt is taken:

Cod-liver oil500 Cc.
Mucilage of dextrin.....125 Cc.
Extract of malt (U. S. P.).....375 Cc.

To the mucilage of dextrin contained in a suitable bottle, add the extract of malt, and mix thoroughly by agitation. Then gradually add the cod-liver oil, first in small portions, agitating each time until the last-added portion is perfectly incorporated.

Mucilage of dextrin is prepared as follows:

Dextrin.....335 grammes.
Water, q. s. ad.....1000 Cc.

Mix the dextrin and water in a tared vessel, and heat the mixture, with constant stirring, to near boiling, until the dextrin is dissolved and a limpid liquid results. Then restore any loss of water by evaporation, strain the liquid through muslin, and allow it to cool short of gelatinizing, when it will be ready for immediate use.

For information concerning emulsifying machines write to the Arthur Colton Co., 794 Jefferson Avenue, Detroit, Mich.; the J. H. Day Co., Cincinnati, Ohio; and to the Whitall Tatum Company, 410-416 Race Street, Philadelphia, Pa.

Anti-freeze Mixture.

E. H. W. asks: "Can you recommend an anti-freeze mixture for automobile radiators that I can sell for 50 cents a gallon and still make a profit? I want a preparation that contains no glycerin. I have seen such a product advertised which was guaranteed not to freeze at 14° F."

There are several chemical preparations intended for use in automobile radiators, but we hardly care to recommend them, as their continued use sometimes causes injury to the metal parts of the radiator or to the rubber connections.

Wood alcohol has been greatly favored for this line of work. In the presence of heat and oxygen, however, wood alcohol has a slight tendency to form formic acid, which might in time corrode the parts. It boils at a

lower temperature than denatured alcohol, and consequently less of the latter is required, and as the tendency to evaporate is materially reduced, denatured alcohol is much cheaper to use for the purpose.

Alcohol (denatured) has absolutely no corrosive action on any of the metals with which it comes in contact, and its ability to withstand cold is indicated by the fact that it freezes at about -160° F. Its composition is necessarily uniform, because it is manufactured in accordance with a formula prescribed by and under the supervision of government chemists. It contains no solid matter, thus making it unnecessary to filter before using and eliminating all danger of its clogging the radiator.

20-per-cent solution freezes at about 10° above zero.

30-per-cent solution freezes at about 5° below zero.

40-per-cent solution freezes at about 20° below zero.

50-per-cent solution freezes at about 35° below zero.

In solutions above 40 per cent in strength, however, the alcohol evaporates too readily to make a really practical mixture. In mild weather, too, this mixture boils very quickly.

The radiator should be carefully cleaned out before filling with the alcohol solution, and not filled too full, to allow for expansion when heated. If the car is out of use for more than a few days at a time, it is better to empty the radiator while warm and let it drain dry, taking care, however, to refill it before starting up the engine.

If offered in diluted form, ready for use, you can sell denatured alcohol for 50 cents a gallon at a satisfactory profit.

Liquid Soap.

G. & F. ask: "Will you publish a formula for liquid soap to be used in soap dispensers—something that can be made for less than \$1.00 a gallon?"

The following formula suggested by M. I. Wilbert some years ago makes a satisfactory product, the cost of which is well within the limit you set:

Sodium hydrate	40 Gm.
Potassium hydrate	40 Gm.
Cottonseed oil	500 Cc.
Alcohol	250 Cc.
Distilled water, a sufficient quantity to make	2500 Cc.

In a suitable container, preferably a glass-stoppered bottle, dissolve the potassium hydrate and the sodium hydrate in 250 Cc. of distilled water, add the alcohol, and then add the cottonseed oil in three or four portions, shaking vigorously after each addition. Continue to agitate the mixture occasionally, until saponification has been completed. Then add the remaining portion of distilled water and mix.

The only precautions that are at all necessary are to use the U. S. P. grade of ingredients, and to be sure that saponification is complete before adding the remaining portions of the distilled water. The water used must be absolutely free from soluble salts of the alkaline earths or the heavy metals, and for this reason should be preferably freshly distilled.

The resulting preparation not being official, the pharmacist is at liberty to modify the formula to suit his own individual taste or the preference of his customers. The soap can, of course, be readily made more alkaline, and it can also be made with an appreciably smaller quantity of the alkali.

For general use as a toilet soap it would of course be necessary to give it some distinctive odor. This can

best be accomplished by replacing a portion of the water with distilled extract of witch-hazel, rose-water, or orange-flower water, or by adding the necessary perfume, spirit, or essential oils to suit the individual taste or need. A satisfactory odor might be secured by adding the mixture of essential oils used as the flavoring ingredients of the alkaline antiseptic of the N. F. or the liquid antiseptic of the U. S. P.

Guaranty Statements and Patent Laws.

W. A. K. asks: "Will you kindly tell me to whom I must apply for information and instructions concerning the guaranty and registration of preparations under the pure food and drug law? I also have a private formula, and would like to know if it is necessary to get it patented before placing it on the market."

It is not necessary at all, under the Federal Food and Drugs Act, to guarantee any of your preparations. When a manufacturer does guarantee a product it is merely for the purpose of satisfying his distributors, protecting them against legal trouble, and thus earning their good-will. If you do decide to guarantee a product, however, you can no longer get a serial number issued at Washington, and print that serial number on your packages. That method was withdrawn by the government a year or two ago, and the only way now you can issue a guaranty to your dealer is to attach it to each bill of goods. We suggest that you consult your local lawyer about the phraseology of the guaranty. This whole question was discussed at some length on page 307 of the BULLETIN for July, 1914.

It is not necessary, in fact it is not possible, to "patent" a proprietary preparation. The name of such a preparation, however, may be copyrighted, or a trade-mark for the article may be registered. Full information concerning patents, copyrights, and trade-mark registration may be obtained, free of charge, upon application to the Commissioner of Patents, Washington, D. C.

Emulsion of American Mineral Oil with Hypophosphites.

H. G. C. writes: "I wish to make an emulsion of American mineral oil (liquid petrolatum), containing some solution of hypophosphites. Can you furnish a formula for a 16-ounce mixture?"

Try the following:

Saccharin	$\frac{1}{2}$ grain.
Yellow petrolatum.....	2 avoirdupois ounces.
American mineral oil.....	2 fluidounces.
Cottonseed oil.....	2 fluidounces.
Acacia, powdered.....	2 ounces.
Benzoic acid.....	16 grains.
Alcohol	60 minims.
Water	4 fluidounces.
Solution of hypophosphites, q. s. ad.....	16 fluidounces.

Melt the yellow petrolatum with the oils, allow the mixture to cool, and then mix thoroughly with the acacia in a dry mortar. Next add four fluidounces of water, all at once, and triturate until a homogeneous emulsion is produced. Dissolve the saccharin in the desired amount of solution of hypophosphites, and add it, with sufficient water to make one pint, to the primary emulsion. Lastly, add the benzoic acid dissolved in the alcohol.

The foregoing formula is intended for a preparation to be used as a tonic. If it is desired to employ the mineral oil for its laxative properties, an emulsion con-

taining from 50 to 75 per cent of oil should be used. We will print a formula for such a preparation upon request.

Camphorated Phenol and Camphorated Naphthol.

O. D. writes: "I have a prescription, written by a French doctor, which calls for camphorated phenol and camphorated naphthol. Please tell me how to make the two preparations."

Camphor and crystalline carbolic acid (phenol), when triturated together, form an oily-appearing liquid (camphorated phenol) which does not possess the caustic properties of phenol. The mixture is made ordinarily with 3 parts of camphor to 1 of phenol by weight.

The Standard Formulary gives the name, "phenolated camphor," to the following:

Camphor, in coarse powder.....	10 ounces.
Carbolic acid crystals.....	3½ ounces.
Alcohol.....	½ fluidounce.

Triturate the ingredients together until an oily liquid is obtained, or mix them in a bottle and agitate freely until solution occurs.

Camphorated naphthol is said to be a syrupy liquid prepared by fusing together one part of betanaphthol with two parts of camphor.

Applications for Lice.

W. W. & Son write: "Will you tell us of several preparations that may be sold as 'Trench' powders or ointments for the destruction of lice?"

Mercurial ointment is a favorite application for the destruction of both head and body lice. A more "elegant" ointment which is said to be quite efficacious is made according to the following formula:

Naphthalin	4 drachms.
White wax	1½ drachms.
Olive oil	6 fluidrachms.
Petrolatum	6 drachms.
Oil of bergamot,	
Oil of cloves,	
Oil of cassia.....	aa 10 minims.

Melt the wax and petrolatum together, add the olive oil, and then incorporate the naphthalin. When nearly cool incorporate the essential oils.

Insect powder, powdered sabadilla seed, powdered sulphur, and sulphur ointment are additional substances which are frequently used to kill lice. To remove the "nits," the application of dilute acetic acid, dilute alcohol, or a mild alkaline solution is recommended.

Between Two Fires.

J. P. requests: "Kindly publish a revised formula for Sun Cholera Mixture to comply with the Harrison act."

Sun Cholera Mixture is an N. F. preparation, and should its opium content be reduced to 2 grains to the ounce, or less, thus relieving it from pressure from the Harrison act, or should its formula be changed in any other manner, the change made must be made known on the label. These are the conditions imposed by the Federal food and drugs act. State laws differ, some of them, we believe, imposing restrictions which cannot be overcome in the manner indicated. Just what the law

is in our querist's State, New Jersey, we cannot undertake to say. Viewed broadly, we would not advise that a preparation be put out under the name "Sun Cholera Mixture" unless it is made in accordance with the N. F. formula; and if made in accordance with the N. F. formula it cannot escape the restrictions imposed by the Harrison act.

Paregoric Under the Harrison Law.

F. R. S.—The revenue authorities have ruled that paregoric is exempt from the operations of the Harrison act. It does not contain a sufficient percentage of opium to bring it within the purview of the law. This and many other important points concerning the Harrison act will be found clearly set forth in a new booklet entitled "Observing the Harrison Law," recently prepared by the BULLETIN OF PHARMACY for the benefit of druggists generally. A copy will be sent post-paid for 25 cents. Order of E. G. Swift, P. O. Box 484, Detroit, Mich.

Ammonia and Resorcin in a Hair Tonic.

A. De K. writes: "Here is a hair tonic which we are asked frequently to compound:

Resorcin	2 drachms.
Ammonia water.....	½ fluidounce.
Castor oil.....	1 fluidrachm.
Alcohol, q. s. ad.....	8 fluidounces.

"Dispensed according to this formula the mixture assumes a dark-brown color. If four drachms of resorcin are used the color is a green. What causes the color change?"

Ammonia (or any other alkali) decomposes resorcin, destroying its value in a compound like the foregoing. The ammonia water should be left out of the prescription. Even if this is done, however, the solution will darken gradually owing to the action of the light on the resorcin.

Dyeing Broom Corn.

H. D. A. writes: "Please tell me what is used to dye or stain broom corn. We wish to get a purple color preferably."

Aniline dyes are ordinarily used for this purpose. Information concerning the proper ones to use should be obtainable from any of the larger wholesalers or from the Badische Co., Chicago, Ill.; the National Aniline & Chemical Co., New York City; or Heller & Merz Co., Newark, N. J.

BOOKS

"PRINCIPLES OF GENERAL PHARMACY AND CHEMISTRY."

This is the title of a series of pamphlets, Charles J. P. Fennel, Ph.G., Pharm.D., Professor of Theoretical and Applied Chemistry, Cincinnati College of Pharmacy, being the author. Parts 1, 2, 3, and 4 have been issued. It seems to be the intention to amplify the set, a book eventually being the result. The field is very thoroughly and comprehensively covered.

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THE MONTH'S HISTORY

THE NEW YORK ORDINANCE HELD UP.

The New York Health Board's ordinance designed to compel manufacturers of proprietary remedies to register with the Board and at the same time to file a list of the therapeutically active ingredients contained in each so-called "patent" remedy did not go into effect on January 1, 1916, as the Board had anticipated. For a while it may have appeared to those who were not in a position to know the inside facts that the Health authorities were to receive little opposition, for many retailers as well as a majority of the local jobbers had signified an intention to conform to requirements; that is to say, they had stated that they would not handle proprietaries which had not been duly listed and approved by the Board.

An arrangement had been made with Dr. Goldwater before he resigned to be succeeded by Dr. Emerson Haven to the effect that drug-

gists might dispose of stocks on hand. Each package was to be stamped or was to bear a sticker, setting forth the fact that it was in stock when the ordinance, which had, apparently, all the authority of a law, came into effect. It has been stated, however, that wholesalers did not enjoy this immunity; that what stocks of proprietaries they had on hand must be sold outside the corporate limits of the city of New York. Of course the scope of the ordinance was necessarily limited to Greater New York.

* * *

THREE SEPARATE SUITS.

Three separate restraining injunctions were asked, however; three separate suits were brought challenging the authority of the Board to enforce so drastic a measure. It is held on the one hand that the Board has usurped an arbitrary power which it cannot lawfully possess and that, on the other, the enforcement of the ordinance would violate property rights held by the interested manufacturers which even the constitution of the United States safeguards. Suits were brought by the Charles N. Crittenton Co., as a representative wholesale drug house, by H. Planten & Son, as a representative manufacturing drug concern, and by E. Fougera & Co., as a representative importing drug company.

Counsel for the Health Board asked an adjournment of two weeks, holding that the affidavits together with the filed complaints represented a "colossal" mass of material, and on the further ground that the proprietary medicine interests had been making preparations for the litigation for an entire year. The judge contended that the Health Board had had this same year in which to make like preparation. A week was granted, however, and later a further postponement was agreed upon, attorneys for the drug companies sanctioning the delay, but insisting that during the interim no attempt be made by the Health Department to enforce the ordinance. This the Department pledged, and the promise was entered as a part of the record.

**A POSSIBILITY
OUTLINED.**

According to the *Drug, Paint, and Oil Reporter*, the belief is held in some quarters that the Department realizes that it is playing a losing game and will come out shortly with a statement to the effect that this particular part of the Sanitary Code is temporarily suspended and will not be enforced for some time to come. The proprietary interests do not want such a thing to happen. They are ready to test the constitutionality of the measure, are confident of victory, and would like to have the issue fought to a finish.

Inspectors are said to be making the rounds of the drug stores, stamping goods on hand, where they are permitted to do so. Some druggists object strenuously, holding that a date mark on a package renders it unsalable, if it is still in stock a year or two hence. Some druggists, in fact, refuse absolutely to let the inspectors deface their goods in this manner. So far no arrests have been made when the work was thus interfered with, although the Department has threatened to cause trouble.

* * *

SPURIOUS POTASSIUM BROMIDE.

Granulated sugar is being sold by unscrupulous druggists and peddlers in the Eastern States for bromide of potash. Five dollars a pound is the price asked, netting the fly-by-night a handsome profit. As a rule the packages look innocent enough, being exact reproductions of those familiar to the drug trade. The name and trade-mark of the Mallinckrodt Chemical Works have been thus appropriated in a number of cases.

Especially under existing conditions is it extremely unwise to have anything to do with itinerant venders. The druggist should ask himself this question: If legitimate dealers in drugs can't get adequate supplies, how is it possible for those unknown individuals to become so well stocked?

* * *

**A
NEW SCIENTIFIC
DISCOVERY.**

In *The Pacific Pharmacist* for November, 1915, Dr. Albert Schneider presents a paper on Sphaerocytes (small spherical bodies originating in the cell cytoplasm) which may be the preface to a new discovery in cell and tissue structure and growth. Dr. Schneider's experiments were made entirely with plant tissues, but as there are very close analogies be-

tween vegetable cells and animal cells it is more than probable that similar conditions will ultimately be found to obtain in the animal cell and tissue. Plant growth is now known to take place from apical cells, cambium, and phloem tissues, and if the author's explanation that immature parenchyma cells are thrown off by the cell cytoplasm is correct it must revolutionize our present conception of plant and animal growth.

Sphaerocytes are concerned chiefly in building up the body of fleshy fruits such as the tomato, grape, squash, etc. These fruit bodies are mainly of abnormal tissues, hence the deduction that Sphaerocytes, under the proper stimuli, will produce other abnormal tissues, such as cancerous growths, regenerative tissues, or scar tissue. The author freely admits that his explanation of the conditions observed may be fallacious, but if further researches confirm his tentative interpretation of the phenomena it will probably be shown that he has discovered the real cause of all neoplastic growths. The report is epochal in cytological science.

* * *

**A
BUSINESS COURSE
IN IOWA.**

On January 18th and 19th the College of Pharmacy of the University of Iowa, co-operating with the university's Extension Division, conducted a Short Course to which all druggists in the State were invited, the course having to do mainly with pharmacy as a business. Practical, every-day matters connected with drug-store management were made the subject of addresses, the aim being to teach advanced business methods. Among the speakers were W. J. Teeters, Dean of the Iowa College of Pharmacy; Frederick J. Wulling, President-elect of the A. Ph. A.; L. E. Sayre, Dean of the College of Pharmacy, University of Kansas; Edward Kremers, Professor of Pharmacy, University of Wisconsin; R. S. Kuever, Assistant Professor of Pharmacy, University of Iowa; and H. E. Eaton, Secretary of the Iowa State Board of Pharmacy.

* * *

**IN BAD
IN NEW JERSEY.**

The public prints tell us that the laboratory of the Health Department, State of New Jersey, has found a certain "Diamondback Rattlesnake Oil" to be composed largely of the expressed juice of the seeds of a certain plant

that grows in the South, the seeds being extracted by a process invented by one Eli Whitney. It is furthermore contended by the State Health Department that this so-called snake oil, which is being demonstrated in drug-store windows, is devoid of the therapeutic action claimed for it, in that it will not cure corns more rapidly and readily than might be expected were its base plain lard oil, and furthermore that its retail price, equivalent to \$50 a quart, is excessive, in view of the fact that it could be made and sold profitably at 50 cents a quart. We are also told that similar cases are being investigated by the Department and that it is the intention to proceed against the offending manufacturers.

* * *

WHAT IS A "DRINK?"

The term "food," according to the authorities at Washington, includes "all articles used for food, confectionery or condiment by man or other animals, whether simple, mixed or compound," and the term "drug" includes "all medicines and preparations recognized in the United States Pharmacopœia or National Formulary for internal or external use, and any substance or mixture of substances intended to be used for the cure, mitigation, or prevention of disease of either man or other animals." These definitions become basic principles, in enforcing the Food and Drugs act. It seems, however, that neither the Government nor the Pharmacopœia Revision Committee care to be quite so explicit when it comes to defining a "drink."

* * *

PUBLICITY IN PENNSYLVANIA.

A new and highly commendable form of publicity has been inaugurated by the Pennsylvania Pharmaceutical Association—new in the sense that we do not recall that the plan has ever been put in operation in the drug trade, and commendable for the reason that it cannot fail to bring good results, in a general as well as a specific way. The Pennsylvania Association has created a new committee, known as the Committee on Publicity, and it is proposed to supply "copy" of an informative character to newspapers, "copy" that the papers will be glad to get and will publish without charge. This material is to be supplied at stated intervals and is to be of such a nature

that it will appeal to the popular mind. In each town or city some particular member of the Association will be selected to coöperate with the Central bureau in the capacity of local press agent. It will be the duty of this member to call at the newspaper offices and ask the editors to print the items which will be supplied by the parent body; furthermore, this member is to send marked copies of the papers in which the brief articles appear to the office at headquarters. Charles H. LaWall, Philadelphia; Edgar F. Heffner, Lockhaven; and Charles F. Kramer, Harrisburg, constitute the Association's Committee on Publicity.

* * *

THE GOOD IT WILL DO.

The good that can be accomplished in this manner may be best illustrated, perhaps, by giving a brief résumé of the first article sent out—one that was at once gladly accepted and printed by ten daily papers in Philadelphia. The article was headed "The Present High Cost of Drugs Unparalleled," and gave a list of drugs, beginning with acetanilide and ending with thymol, which had increased in cost all the way from 400 to 1800 per cent. It was shown why a number of products included in the list, particularly the coal-tar products, had sky-rocketed so pronouncedly, and how it thus comes about that druggists very often cannot refill prescriptions at the prices originally charged without losing money. It states, moreover, that prices are bound to continue in their upward tendency as long as the war lasts.

This is good and needed publicity. Customers of drug stores ought to know these things, and the proper channel through which to get the information to them convincingly is the public press. It is to be hoped that other sections of the county will take up the Pennsylvania idea and that the propaganda may become general.

* * *

GOVERNMENTAL AID TO RESEARCH.

The British government has taken its first step in an organized plan to give financial and moral support to men and institutions engaged in solving scientific problems. A hundred thousand pounds has been set aside for the purpose of experimental and laboratory work in connection with the coal-tar color industry. Very frankly it is admitted that the advisability of such a course is one of the les-

sons learned from Germany, in which country the government and scientific industrial concerns have worked hand in hand for more than thirty years.

The working basis of the proposed departure is, in its entirety, somewhat involved, and consists of an interlocking of the government, the Royal Society, an Advisory Council, and a number of committees. It is the aim to render available for the public good such discoveries as may be made in the course of experimental work in which government assistance has been invoked. The scheme is similar in many respects to the one recently proposed by Sir William Ramsay in his address at the ninth annual meeting of the British Science Guild.

* * *

The publication of the new U. S. Pharmacopœia has been delayed. The volume was expected January 1, but the date on which it will appear is now somewhat indefinite. A complication has arisen on account of the delayed report of the Committee on Atomic Weights, according to Chairman Remington. Some changes have been suggested in atomic weights, and whether certain alterations shall be made or the report ignored must be determined by a vote of the general committee. A further delay is likely to be caused by a reconsideration of the whisky and brandy question. A vote is now being taken to reopen the discussion, and if carried a somewhat prolonged and heated debate on standards is not at all improbable.

* * *

In Illinois, after April 1, 1916, applicants for examination as registered pharmacists or local registered pharmacists must furnish proof of having satisfactorily completed at least one year's work in high school, or its equivalent, the only exceptions being applicants who are already registered as apprentices or assistant pharmacists. This action was taken at a recent meeting of the Board of Pharmacy, the resolution having been introduced by President Gregg.

* * *

Senator Owen has again introduced his bill to provide for a Department of Health. The measure, which was first brought out about eight years ago, proposes to create a Secretary of Health, who shall have a cabinet portfolio.

EDITORIAL

AN OUTLOOK BASED ON FIGURES.

All druggists recognize in a general way, doubtless, that the business situation is unusually good. Statements to that effect appear in the daily papers, and trade and financial journals keep constantly reiterating the assertion. For that matter, the average druggist does not need outside evidence; his own sales reflect the improved conditions.

However, there is a vast difference between general statement and definite knowledge—and the latter is much more satisfactory. It serves as a firm foundation on which to build expectations.

"Consumer demand" is a somewhat technical term, but it is rather expressive, at that. So when we are told by *Associated Advertising*, the official organ of the Associated Advertising Clubs of the World, that there has been an increase of 15.93 per cent in the consumer demand in America during 1915 we know that general buying of all classes of merchandise taken as a whole increased to that extent. We know that, speaking generally, the volume of retail sales in 1915 exceeded the volume of retail sales in 1914 by almost 16 per cent.

The Educational Research Committee of the organization referred to caused more than a thousand skilled representatives to visit leading retailers in every important American market center and submit a set of questions and, if permitted, go over the books. This somewhat formidable array of figures was reduced to percentages and tables under the direction of Mac Martin of Minneapolis, chairman of the Research Committee, and the results have been made known. It cannot be contended, perhaps, that the figures supplied are beyond question, for while it is estimated that the survey would have cost in the neighborhood of \$25,000 had each investigator been paid for his services, it must nevertheless be admitted that the remoter sections were not touched nor was the field swept clean. On the other hand, similar methods are often employed by other organizations, and by the Government, even, in getting at facts to serve as bases for statistics of various kinds. Taken as a whole Mr. Martin and his associates are to be highly commended for their enterprise.

In the drug trade comparisons were made between November 1914 and November 1915, and it is stated that the average drug store sold 11.6 per cent more goods in November 1915 than it did in the corresponding month of the preceding year. Expressed in percentages, the different sections of the country show the following gains:

New England, 14.1; Middle Atlantic, 16.9; South Atlantic, 9.3; East-south central, 14.1; East-north central, 12; West-north central, 9.2; West-south central, 14.9; Mountain States, 9.6; Pacific States, 7.2.

It is shown, also, that the stocks carried by retail druggists have increased 6.7 per cent. Supplementary reports seemed to indicate that a part of this increase was due to added sidelines.

Collections have been good, also. In every section except the Pacific States and the southeastern portions of Maine and New Hampshire collections have been above normal. During the month of November, 1915, druggists collected 51.2 per cent of all charge accounts on their books at the end of October. "The druggist is a mighty good collector," says the report; and a little farther along it is stated that the grocer alone outstrips him. Viewed as a whole, November collections were 4 points above normal.

So, it will be seen, we have definite grounds on which to base an optimistic outlook. "If you are selling luxuries," concludes the Committee, "or articles on which people found it possible to economize since the opening of the European war, unless something unforeseen should happen you may apparently expect a continual increase during 1916. If you are selling necessities, while the increase may not be so great, you have a reasonable assurance of a steady increase."

CHANGING WITH THE TIMES.

The last few years has seen the beginning of a transformation in the character of medications used by physicians in the treatment of disease. When we were all youths in the drug store, the vegetable *materia medica* occupied the center of the stage, with certain time-honored chemicals also in considerable favor. Tinctures and fluid extracts, waters and elixirs, pills and tablets were the order of the day.

Nor has this all changed yet. It is changing, though, with so rapid a pace that most of us have failed to keep step with developments. More and more is emphasis placed to-day by educated physicians upon biological therapy. Serums, vaccines, tuberculins, phylacogens, and the like are universally recognized as more efficient than old-line drugs, and the future will see them used to a far wider extent than even is the case to-day.

In still another direction is a marked change taking place. Animal glands have been searchingly studied by advanced experimentalists during the last few years, and this research has laid before the physician many agents of remarkable usefulness.

Adrenalin was perhaps the first pronounced success in this field, and then came corpora lutea, pituitrin, extract of the pineal gland, extract of the parathyroid gland, and products like thyroprotein and thyroidectin. When substances of this kind are employed, we are using the very bodies which nature herself develops for her own protection and for the treatment of her own diseases. We are using natural instead of artificial weapons. The same statement is practically true of biological therapy. Antidiphtheric Serum is the very agent developed automatically in human or animal blood to negative and offset the diphtheria toxin itself. Hence the term *anti-toxin*. When we administer it we merely fortify nature's own powers of resistance.

All of which is merely an outline of the numerous changes that are rapidly taking place in the *materia medica*—in the substances used daily by physicians for the cure of human ills.

Has the druggist caught up with these advances? Has he realized that to a considerable extent the old days of vegetable medication, and even chemical medication, are disappearing? More important still, has he adapted himself to the situation?

We fear that in many cases a negative answer must be returned to these questions. Perhaps the majority of druggists, indeed, have failed to keep in stock these newer and more efficient remedies, instead of advancing step by step with the physician, remaining his coadjutor, and continuing to supply him with the new as well as with the old. Many a druggist has had the fatal notion that the use of glandular and biological products by the physi-

cian was a passing fad, and that the old days of tinctures and fluid extracts would return in full force.

Never!

The handwriting is on the wall, and it conveys a sharp warning to the druggist. Will he heed it? Will he remain the source of supply to the physician, or will he drop out of touch with the medical profession, out of harmony with medical advance, and will he allow the heart and soul of his business to drift away from him as the years roll on?

A COMMON ERROR.

When we advise druggists to make a depreciation charge of 10 per cent every year on their fixtures, and to enter this item in the annual expense account, they frequently reply that such a charge is excessive—that in ten years the fixtures would then be entered upon their records as being of no value. This answer, of course, is based on a misunderstanding of the situation.

In writing off depreciation from fixtures you take 10 per cent the first year, leaving 90 per cent; the second year you take 10 per cent of the 90, leaving 81 per cent; the third year you take 10 per cent of 81, leaving 73 per cent; and so on down the line. At the end of ten years you would have a valuation left representing about 35 per cent of the original cost.

And this is all the fixtures are worth—perhaps more than you could get for them if you were to sell them.

ARE YOU GOING TO GRAB ONE OF OUR PRIZES?

Did you notice that we were running seven prize contests this year, and offering a total of 31 prizes? We are after some rattling good papers on the following subjects:

"How to Meet Big Competition."

"Blue Sky I Have Bought."

"Luck as a Factor in My Business Career."

"My Funniest Experience."

Good Articles on Salesmanship.

In addition to these subjects for papers, we offer 13 prizes for specimens of camera work done by amateurs with instruments sold by druggists, and three prizes for attractive sets of show-cards.

Full particulars about this series of prizes will be found on pages 22 and 23 of the adver-

tising section of this issue of the BULLETIN. Look up the announcement—and then decide to capture one or more of the awards!

HARRISON LAW INFORMATION.

We continue to receive a great many personal letters every month asking us to clear up moot points in the interpretation of the Harrison antinarcotic act. For the convenience of our readers we have printed a brochure dealing comprehensively with the law and its interpretation by the courts and by the officers in Washington. The booklet is logically arranged, thoroughly classified, and so indexed that a man may find at once just what he wants. We shall be glad to send a copy post-paid for 25 cents to any reader of the BULLETIN. Each copy is punched with a hole so that it may be hung up near the prescription desk.

ABOUT PEOPLE

THE MAYOR OF OLEAN.

The last election held in the municipality of Olean, New York, resulted in the elevation of a druggist to the office of burgomaster. Foster Studholme's name appeared on both the Pro-



FOSTER STUDHOLME.

gressive and Republican tickets and when the tally sheet had been footed it was officially announced that Mr. Studholme had received the most votes.

The mayor of Olean is a Canadian by birth. He was graduated from the Ontario College of Pharmacy in 1898, and has resided in Olean during the last 12 years. He is now manager of three stores—one at Olean, one at Port Allegany, Pa., and one at Austin, Pa. He is 40 years old, and a member of the local Chamber of Commerce.

THE LATE S. H. BLACK.

The year 1916 began early to take its toll. On the 4th of January, a prominent manufacturer, Stephen H. Black, vice-president of Bauer & Black, died at his home in Chicago.

Mr. Black was born in Clinton, Iowa, in 1861. He learned the drug business in a retail store in Clinton, and later became associated with the sales department of a jobbing house.

In 1893 the firm Bauer & Black was organ-



STEPHEN H. BLACK.

ized, Mr. Black becoming secretary and sales manager, and until the time of his death, in his fifty-fourth year, he devoted his energies to perfecting the sales organization of his firm.

A VERSATILE WOMAN.

The editors of the BULLETIN were quite delighted the other day to receive a call from Mrs. Emma Gary Wallace of Auburn, N. Y. She was on her way home after delivering a lecture to the women students of the University of Michigan depicting the advantages of pharmacy as an occupation for women. Mrs.

Wallace is not only a woman of grace and charm, but possesses a variety of talent. She conducts a woman's department in the *Pharmaceutical Era*, has charge of a department for *The Ladies' Home Journal*, is associate editor of *American Motherhood*, and is a regular contributor to several other periodicals. A



MRS. EMMA GARY WALLACE.

secretary and stenographer help her to turn out a large volume of work, and keep things moving when Mrs. Wallace is away on lecture engagements. Men and women in the drug trade will particularly remember Mrs. Wallace as one of the founders and early officers of the W. O. N. A. R. D.

A NEW EDITOR.

Dr. Edwin L. Newcomb, Associate Professor and head of the Department of Pharmaceutical Botany and Pharmacognosy at the College of Pharmacy, University of Minnesota, has assumed editorial charge of the *Northwestern Druggist*, St. Paul, settling into harness the first of the year. Dr. Newcomb has gained prominence in connection with the botanical gardens at Minnesota's University. He has had charge of the work and it has attracted a great deal of attention.

It is stated that Dr. Newcomb's entrance into the field of journalism will not deprive the University of his services. He will, at least for a time, continue his college work in connection with his editorial duties.

The annual convention of the National Association of Drug Clerks will be held in Chicago on the first, second, and third of June.



One of the Cone Stores, Atlanta, Ga.—E. H. Cone, proprietor.

Twenty thousand persons visited this store on opening day. Cream from an entire herd of Jersey cows is contracted for and used at the fountain and in the lunch and tea rooms.



A Prosperous Store.

This, together with the picture reproduced below, shows the interior of a store in a place containing a population of only 2200 people. The "Hamburg Pharmacy," it is called—Hamburg, New York, twelve miles from Buffalo. F. L. Horton is the proprietor.



Another View.

Mr. Horton has developed an excellent business. "The chain store has nothing on us," he asserts. "We have made a study of modern merchandising and adopted many of the chain- and department-store ideas and methods. Service and system—that's it!"



Between the doctor and the deep sea.

Qualities of Importance in a Clerk.

This subject may prove more or less delicate. We have found from experience that clerks often resent it when proprietors contribute articles to drug journals pointing out the directions in which they should develop to attain a greater measure of success. In the present instance, however, the topic under discussion was first proposed by a clerk, and three of the four contributors are either clerks or managers. What is written may therefore be taken as the message of one clerk to another.

PRIZE ARTICLE: THE PRIME ESSENTIALS.

BY FRED BORTH.

Mythology tells us of Cyclops, one of a race of giants, who had but one eye, and that in the middle of his forehead. He may have had the modern drug clerk bested in physical proportions, but he would be a sad loser if it came to eyes, for the good clerk of to-day *should* have at last half a dozen—two in the usual place, the other four scattered where they would do the most good. And these four, named in the order of their importance, and marking the qualities of supreme importance in every clerk, are: Integrity, Intelligence, Industry, and Individuality.

A clerk may be ever so intelligent—even to possessing a college degree or beyond; he may be industrious—yea, a “working fool;” he may possess individuality—a “hail-fellow-well-met;” but if he does not heed the old honesty-best-policy adage then the cash register is likely to ring fifty cents on many a dollar sale, and the boss be the loser by entrusting him with the business. The conscientious man knows the proprietor’s interests are his own. An honest clerk may be taught the other qualities, but to start any other way——!

COMMON SENSE BEGETS CONFIDENCE.

Yet a man may be honest as the days are long, but without enough common sense to pound sand in a rat hole. And so the clerk must have another qualification—intelligence.

Intelligence begets confidence, both as to one’s self and one’s customers. Intelligence makes good salesmen, and careful, tactful clerks. It can push profitable paying goods with prudence. Intelligence can fill prescriptions when the boss is away to lunch and handle customers when he is off on a vacation.

But a man may be honest, he may know how to do things, and yet not realize that the drug store is no place for the hookworm clerk. So we must place on his shoulders a third qualification—industry. The industrious clerk does not wait to be told to clean up, straighten up,

keep up, and look up. He is on the job from morning till night, for there is always something to do around a drug shop.

But granting that the clerk has the qualifications of honesty, intelligence, and industry, if he is burdened with a disposition—which is only another word for individuality—that is sour and grouchy, he would still be lacking in a very important qualification.

THE VALUE OF BEING HUMAN.

Don’t you know a certain store where there is a clerk who is honest, who is intelligent, who is industrious? But, oh, what a look on his face! Don’t you like to be met with a smile? Don’t you like to be called by name, even though you may live twenty miles out in the tall timber? And don’t you like to see a clerk who is kind to little folks and considerate with old men—one who does not break his neck getting to the pretty miss wanting a postage-stamp while he lets the old lady wait for her dollar bottle of nerve tonic?

I know places where I go to trade, fully realizing that I will have to pay more for some articles, but also knowing that I will be met with a courteous greeting and that my thirty cents will be appreciated.

After all, it isn’t so much a matter of price as it is of treatment.

There may be other qualities necessary for a good clerk, but give me the honest, intelligent, industrious fellow, with an individuality that speaks of a pleasing, cheerful, sunny disposition, and if any of those other qualities are lacking they will come out in due course of time.

Then if I don’t make ’er go I sure won’t blame the clerk.

CO-OPERATION BETWEEN CLERK AND PROPRIETOR.

BY F. T. BOSWORTH.

Not to mention the selling of postage-stamps and other incidental duties which require no great amount of training or ability, the duties of the average drug clerk are threefold: first,

salesmanship; second, professional duties; and third, those of an executive and advisory nature.

Among the essential qualifications of a salesman are courtesy, neatness, tact, enthusiasm, intuition, persuasion—these, together with a thorough knowledge of the goods in stock. This last is decidedly essential, for but little enthusiasm can be worked up over an article unless the clerk is thoroughly acquainted with its merits. Familiarity with the virtues and uses of the various items carried is an important element in the kind of service the public is coming more and more to demand.

All clerks do not, it is true, possess an equal share of some of the qualities mentioned, but fortunately most of them can be developed to some extent, at least. Many valuable suggestions may be obtained from the study of books and articles on salesmanship. Expert advice of this sort is available for every clerk, and he should endeavor to make the most of it.

As to the qualifications for a pharmacist, those that at once suggest themselves are accuracy, experience, and training. Their achievement is possible only through the exercise of perseverance and ambition. A natural fitness and love for the work are additional qualities which, of course, contribute greatly to the value of a man in such a position.

At first thought it might not seem that a clerk would have much chance to develop, and still less to make use of, executive ability. Coöperation, however, is the big factor in the business of to-day; it's the teamwork that gets results. Modern merchandising has resolved itself into a battle of ideas and it is quite frequently the case that the ideas advanced by the clerks are the ones which put a store ahead of its competitor.

HOW COÖPERATION HELPS.

It is only the occasional merchant nowadays who does not hold regular conferences with his clerks, at which times ideas are exchanged for the betterment of the store's service and suggestions for increasing business are discussed.

Indeed, so far does this spirit of allowing clerks to share in the running of the store go that it quite often happens the clerk is assigned the complete charge of a certain department. Then it is up to his initiative to make

a go of the department or to show the reason why.

When these conditions exist it is fortunate both for employer and employee, for there is nothing that will do more to call forth a young man's best efforts than to make him feel that his suggestions are worth something to his employer. The responsibility starts him on a hunt for ideas. He finds himself thinking up schemes with an ingenuity he did not know he possessed.

He pores over the BULLETIN OF PHARMACY and other wide-awake journals with a live interest. Here are some ideas on stock arrangement or on the selling of cameras; there is a catchy window display. Some of these look good, and he talks to the boss about them. If any of the ideas is adopted the clerk feels that he has contributed to the store's welfare and to his own future advancement.

SEVEN QUALIFICATIONS NECESSARY.

BY STANLEY M. SORLEY.

Keen competition developed by mail-order houses, gigantic department stores, powerful chain-store corporations, and the conversion of the once professional drug store into a diversified-merchandise emporium have placed a premium on the development of those personal traits which produce the best results and give to the store well-satisfied and permanent customers to whom are sold maximum amounts of drug-store merchandise.

Every retail clerk, to meet fully the exact requirements of the modern pharmacy and to fulfil the obligations attendant upon such a position, must possess health, knowledge, character, industry, ability, tact, and honesty.

Successful salesmanship like every other activity in life demands, first of all, physical and mental energy. Right thinking, right living, and obedience to the laws of nature, together with cleanliness, fresh air, wholesome food, work and rest promote good health. Good health is the foundation upon which all other essential qualities are built; greatly handicapped is the one who does not enjoy it.

"Knowledge is power" is a bromidium that has been quoted frequently, but its application is particularly apt to the case of the retail salesman. The successful clerk must have knowl-

edge, not merely a good education. He must have a knowledge of himself, of the goods and service to be sold, of the methods of his house, of the value of time, of the value of money, of general business conditions, and lastly of people. He must know human nature.

Character may be considered as the ideals and habits gradually developed from childhood which, molded together, have produced a pleasing and attractive personality, a strong sense of justice and equity, and a desire to be morally and spiritually refined and of good reputation. It is an imperative attribute for every clerk because public opinion now places much stress upon the character of the employees of retail stores.

EVERLASTINGLY KEEPING AT IT.

Industry must occupy a prominent place in the schedule of qualities. Activity, ambition, earnestness, efficiency, enthusiasm, punctuality, energy, helpfulness and obedience are traits all of which either depend upon or are closely allied with it. The time will never come when no work will need to be done, so there is no excuse for idleness or procrastination. The clerk's shoulder must ever be applied to rotating the wheel of progress.

Ability to accomplish results is directly dependent on the qualities already mentioned. In addition to the ability to do the routine work, the clerk must be able to listen as well as talk, to suggest and reason when necessary; and must possess a fund of general information, and take a genuine interest in the customer and the store.

Tact is the faculty to do or say the right thing in the right place; it is an all-embracing term which includes the affability, cheerfulness, courtesy, self-control, and sense of humor needed by the clerk in dealing with the patrons of the store.

THE ONLY POLICY.

The final, almost the supreme, quality is honesty—honesty toward self, employers, and customers. It necessitates avoiding duplicity in thought, action, and in speech, and a strict application of the Golden Rule; to-day honesty is the *only* policy.

The particular manager in the drug store of the present carefully studies the qualities exhibited by the clerks under him. He appreciates the clerk who can see things to do and

who then does them, who waits upon the customers promptly with skill and dexterity, who is obliging and accommodating to the store's patrons, who is truthful, honest, cheerful and courteous to all, who takes pride in his personal appearance, displays the stock to best advantage, keeps the store clean and in first-class condition, and is obedient to the desires of those in authority.

In the handling of drugs and compounding prescriptions, carefulness is the watchword. Through an earnest desire to be indispensable, with an effort to develop his latent ability by observation and study, if aided by the confidential and appreciative attitude of the management, a clerk will be able to develop into a salesman of the first water: a real factor in the progressive development of the store's service in that community.

CLERKS VS. AUTOMOBILES.

BY EUGENE RIMMER.

Eugenists to the contrary, the perfect man does not exist. Therefore, it is safe to assert that a clerk, being a man, cannot attain perfection by any means. But there are many desirable qualities that different men have, and those that to me show up best in a clerk are tact, affability, enthusiasm, honesty, and aggressiveness.

I put tact first, because it seems to me the most important. First impressions go a long way. Many clerks do not seem to know how to approach a customer. They either intimidate him into repressing his desires or else they put him so much on the defensive that they cannot regain his confidence. A tactful clerk, though, by a proper approach wins confidence for himself and for the merchandise at his disposal.

If a misunderstanding arises the clerk with tact can almost invariably not only appease an irate customer, but can even send him away pleased. The tactless clerk, on the contrary, only increases the breach between the customer and the store and sends the customer away to tell his or her grievances to whoever will lend an ear.

Affability is also a to-be-attained "quality." No one loves a grouch. The affable clerk need not be a hail-fellow-well-met; just a little human interest is all that is required. To be able

to show customers that the store and its clerks are concerned in their interest pans out well in dollars and cents.

Enthusiasm is the fuel that runs a business. It is the white heat of belief. If a clerk does not believe in his boss or in the merchandise that he is handling, he cannot instil belief in the mind of his customer.

ENTHUSIASM DRAWS DOLLARS.

When a clerk really acquires enthusiasm then he does not believe in the business but rather that he is the business. He can state and with conviction not "They say this is" but "I know this is." He stakes his personal reputation because he wants to justify his belief.

Honesty needs no commendation. That quality is supposed to be present, for an em-

ployer who does not trust his clerk cannot expect customers to place confidence in the clerk either.

The final qualification is that of aggressiveness, or, to lapse into the vernacular, "pep." It's the man who has the ways of a fighter, who, when a customer has blocked his sale with one line of argument, sticks to his guns and calls on tact for reinforcement. A hard combination to beat—tact and aggressiveness.

To indulge in simile, let us compare these five desirable qualities to an automobile. Tact will be our steering gear, enthusiasm the gasoline, affability the cylinder oil, aggressiveness the magneto, and then with honesty for the driver our car will have a good show in the race of Business toward the prize of Success.

GETTING AT FACTS IN THE RETAIL DRUG BUSINESS*

By SELDEN O. MARTIN,

Director of the Harvard Bureau of Business Research

The Harvard Bureau of Business Research has a distinctly confidential position. It collects and receives from the books of businesses figures of sales, profit, and expense. No name appears on this material, not even the name of the city in which the business is located. No information is furnished either in the School (Harvard College), or in its publications as to what it costs John Doe to sell shoes, or Richard Roe to sell groceries.

But the Bureau does state that based on several hundred sets of figures of stores located in at least twenty-eight States, the expense of operating a retail shoe store ranges from 18 to 35 per cent of the net sales; that the expense of operating a retail grocery store varies from 10.4 to 25.2 per cent of net sales; and that in the retail shoe business the number of stock-turns per year ranges from 1 to 3.6, 1.8 being normal, with a standard entirely possible of being realized of 2.5 stock-turns per year while in the retail grocery business the figures corresponding are from 3.5 to 26.4, centering

about 7 to 9, and with a possibility of reaching 12 to 14 turns per year.

THE ANNUAL SALES.

It states, also, that the average annual sale per salesperson (one of the first tests of efficiency of a retail business) ranges from \$5000 to \$16,500 in shoes, and from \$5000 to \$20,000 in groceries, and centers about \$10,000 in both.

In concrete form this means that in retail shoe stores and grocery stores positively, and probably in other retail stores, the amount of annual sales should at least equal the number of salespersons multiplied by \$10,000, with drugs perhaps running a little less. We regard this as one of the most important contributions that the Bureau of Business Research has made to the business of retailing.

The question might now be asked, What is the good of all this? This is all very interesting from a scientific point of view, it might be said, but what is the practical advantage of it to any individual retailer?

The answer is that a standard is given to a

*Extracts from an address delivered at the Massachusetts College of Pharmacy in Boston.

retailer to gauge his business by. His accounting system may have been excellent, so that he always knew where he stood, but he now has a basis of more exact knowledge of where he ought to stand.

THE DRUG BUSINESS.

As you are doubtless aware, along with the movements for better methods in other business has come such a movement in the drug business. Especially notable has been the work of Mr. Harry B. Mason, Editor of the *BULLETIN OF PHARMACY*, who has done pioneer work in obtaining actual records of operation for retail druggists, and drawing conclusions therefrom. His recent book, "The Druggist and His Profits," will improve the business of any retail druggist who studies it carefully.

In the line of this movement, in the spring of 1914, in the Harvard Business School a very cursory inspection was made of the retail drug business along the lines of the Bureau's shoe study, and in the fall and winter of 1914-15 this work was somewhat more extended. Two students in one of the courses aided in obtaining information in Boston and vicinity, and, with the help of a member of the Bureau, a typed schedule for retail druggists was devised. However, these figures are of an entirely local and peculiarly tentative character, not to be compared in authoritativeness with the results of the Bureau's nation-wide studies of shoes and groceries.

We communicated by mail and personal interview with about 89 drug stores in Boston and outlying cities. Usable information was obtained from thirty stores whose annual sales range from \$10,000 to \$120,000, the typical sales being between \$15,000 and \$20,000. From such a narrow basis of data, and not fully comparable data, it would be a mistake to try to set any standards, and none will be attempted. Furthermore, the range and normal figures are only approximate, though probably they are not far from the facts.

THE BULLETIN'S WORK COMMENDED.

Mr. Mason of the *BULLETIN OF PHARMACY* has published some figures collected by mail from as many as 216 drug stores, and others from as many as 50, in various parts of the United States.* His figures have been studied

in connection with the figures collected by graduate students in this vicinity, and both sets are practically harmonious.

This agreement has corroborative value, but it should be clear that neither Mr. Mason's figures, collected by mail, nor those collected by students (both from concerns with accounting systems that are different and often defective or lacking) can be classed with the figures of the Harvard Bureau of Business Research actually taken off the books of shoe retailers and retail grocers by agents of the Bureau.

Gross profit on total business ranges from 25 per cent to 50 per cent, with a normal gross profit of about 35 per cent of the net sales. On some lines or departments the range is different, tobacco, for example, running low, and drugs high. It might well be stated here that in accord with the best business practice all percentages are based on the *selling* price, and not on the cost. Net sales is the 100 per cent on which cost, profit, and expense is calculated.

THE COST OF DOING BUSINESS.

Total expense, or "cost of doing business," ranges from 20 per cent to 35 per cent, with a normal expense of about 25 per cent. One store claimed an expense of 14.6 per cent, but we were not permitted to verify the accuracy of that percentage.

Mr. Mason has a total expense as low as 15 per cent. It is probable that for total expense percentages under 20 in the retail drug business, an especially careful inspection is warranted to make certain that an adequate charge is made for the proprietor's time and for rent, if the store is owned.

Salesforce expense is probably even less accurate than the figures already given, because of the variety of charges made to it. The range I have here is from 6 to 17 per cent, with a normal percentage of from 8 to 10. Probably 8 to 9 as a normal percentage would be found not far wrong.

Rent varied from a low of 2.1 to a high of 7.5 per cent, centering about 5 per cent, as in shoes.

The number of stock-turns a year ranged, in the figures collected, from 1.5 to 4.8, centering at about 3. The variation is great of course for the different lines or departments, running as high as 50 on soda fountain supplies, and as low as 1 on drugs, with confectionery running high and toilet articles low.

**BULLETIN OF PHARMACY*, March, 1914, p. 117; and Harry B. Mason, "The Druggist and His Profits," pp. 82, 125-1 7.

HOW THE TURNOVER IS FIGURED.

Our figures for stock-turn are rough, because as a matter of fact some of the druggists interviewed did not know what was meant by the phrase, let alone how to reckon it, and others lacked the necessary inventory information. The number of stock-turns should of course be secured by dividing the average of inventories at billed cost into the *cost of goods sold*, not *sales*.

The average annual sales per salesperson ranged from \$5000 to \$18,000 a year, centering probably about \$8000, perhaps—a little under the corresponding figure for shoes and groceries.

So much for figures, and now a word as to practice. After some tests our "Schedule for Retail Druggists" provided for the following divisions of merchandise:

- Drugs.
- Proprietary Remedies.
- Soda Fountain Supplies.
- Toilet Articles.
- Rubber Goods.
- Tobacco.
- Confectionery.
- Stationery.
- Specialties.

On these divisions we sought information as to source (manufacturer or wholesaler), in bulk or in package, and in which direction the tendency.

SPLITTING THE BUSINESS INTO DEPARTMENTS.

This division of merchandise naturally raises the question of departmentalization of business. In general, it is admirable to departmentalize. Sales should be analyzed just as expense is. But in practice in the ordinary drug store, with annual sales of from \$15,000 to \$20,000, it is conceivable that there might be excessive departmentalization.

It does seem, however, as if the prescription business should in all cases be accounted for separately. It is partly manufacturing as well as selling, and requires specialized and more expensive service than the other parts of the business.

The system of prescription charging is being standardized in the retail drug trade, I believe, along scientific lines—container plus material at 50 per cent profit, plus dispensing fee according to time, with, properly, the first

ounce more expensive. Still, Mr. Mason reports that estimates from 272 druggists on identically the same prescription varied from 50 cents to \$1.50. The scientific method given above would have set the charge at 90 cents.

A SEPARATE ACCOUNTING OF SODA BUSINESS.

To prescriptions, as one department, should be added, as another department, soda, as an essentially different part of the business, then package goods, and miscellaneous. How much these last two departments should be further departmentalized depends on the size and nature of the business. However, it is more rational from a business point of view to have tobacco, confectionery, and proprietary remedies taken together as package goods, than to have proprietary remedies combined with the prescription department.

To sell a package of a proprietary cold remedy is not different in nature or expense from selling a package of confectionery. But it is decidedly different to dispense a physician's prescription for a cold.

The main divisions of our "Schedule for Retail Druggists" are:

- General.
- Buying.
- Stock-handling.
- Selling.
- Accounting.

Under these main divisions we gleaned from our preliminary work the following:

Under Buying the evidence is that more accounts are carried with manufacturers than with wholesalers, and the tendency is to favor purchasing from the manufacturer; yet, the total bought from the wholesaler was greater because of the diverse lines represented by one wholesale account. Tobacco and proprietary remedies were almost entirely bought from the wholesaler.

MANUFACTURER'S BRANDS.

There seems also to be a tendency toward purchase in greater proportion of package goods. Manufacturers' brands were favored in a few cases, but generally not. The underlying idea is apparently that the manufacturer's brands, nationally advertised, permit leaders and price cutting, and tend to make the retailer more of a mechanical distributor and less of a merchant. Private brands were re-

garded as generally desirable, as, if good, stimulating regular patronage.

Discount terms are usually 2 off in 10 days, 30 days net, though on specialties cash discounts of 5 per cent are received. Quantity discounts are on the whole opposed as putting the small dealer at a disadvantage, although when given by the wholesaler on a large order of different lines they do not seem to be objected to.

Under Stock Handling it was gathered that no stock records were kept, and that the number of different articles carried, amounting to 7000 or 8000, some 5000 of which are brands, would make the ordinary stockkeeping seem impracticable. It may be that a system being tested by the Bureau for the retail grocery business can be applied to the retail drug business.

Those in business in 1907 were of the opinion that they were carrying more stock now, *in proportion* to their sales, than then.

Under Selling, only four out of the thirty paid their salesforce other than a regular weekly wage. These four paid in varying forms, a wage plus a commission. Six of the thirty kept individual records of their salesforce.

ADVERTISING AND ACCOUNTING.

Advertising had taken the form of special sales, and window displays. Newspapers were

used in some cases, but had not the popularity of the other forms. Every store had private brands. Accepting manufacturers' brands as a fact, the maintenance of resale prices was favored in practically all instances. It was felt that legitimate profits could be secured in this way, and that substitution could not so constantly be resorted to.

Under Accounting, 7 of the 30 had never taken an inventory; another said "never again;" 8 reckoned their profit on the cost instead of the selling price; 7 allowed depreciation, but none had a depreciation account; 12 charged salaries for proprietors varying from \$1000 to \$1400 a year. In two out of three cases where the stores were owned no rent was charged.

In general, the accounting methods were crude and inadequate, although in one or two cases complete, if not the most useful, records were found.

It is interesting to note here that in the grocery research of the Bureau it was especially significant that the stores whose figures were most efficient were the very stores who had the most exact and detailed information about their businesses. This happened too often to be accidental. Apparently they had been able to reduce their expense because of possible economies shown to them by accurate accounting methods.

MAKING USE OF THE PRINTED ADVERTISEMENT*

By HAROLD WHITEHEAD,
President American School of Business, Inc., Boston

Last month we spoke of the five customer-producing channels, and discussed in some detail the first of these five channels, namely, the Store Window. In this issue we shall deal with the second customer-producing channel, which is the Printed Advertisement. The other channels will be taken up in future issues of the BULLETIN.

By the Printed Advertisement we mean booklets, circulars, bill-boards, show-cards,

and newspaper advertisements—particularly the last.

Many drug merchandisers apparently fail to realize that the printed word may be made a wide channel through which profitable patronage can be made to flow into the store.

The printed advertisement has a double effect: it introduces the merchandise to new prospects, and it keeps old customers in the straight and narrow path.

I earnestly urge druggists to *advertise*, and not just announce.

*Second article in a series of five special papers.

To say that the Hyphen Drug Company sells candy at 60 cents a pound is an *announcement*, not an advertisement. It merely states a fact, and it lacks that appeal, that punch, so necessary to impel the people to buy.

The bare announcement that a certain drug store sold candy never caused any one to put on his hat and go out to buy some.

But talk of the unusual flavor of the candy, the freshness of it, the exclusiveness of it, the fact that the discriminating buyer prefers it because she is always sure of getting the very last word in candy—that is advertising!

THE DOUBLE APPEAL.

The good advertisement generally appeals both to desires and to reason; in other words, it has both "suggestion" and "reason-why" copy. Pure logic—reason-why copy—generally lacks that persuasiveness necessary to bring the prospect to the store.

For example, if I were advertising candy, I would suggest its deliciousness and the pleasure to be derived from eating it or giving it as a gift; and at the same time I would give "reason-why" by pointing out the quality of my candy, its purity, etc.

Again, one may appeal to the imagination by painting vivid word-pictures of what his goods will do for the customer when she gets them. This does not mean exaggeration. That is to be avoided.

Notice the difference between the statement "We have a new stock of high-grade stationery," and "Our stationery conveys an atmosphere of 'distinction' to the receiver of your letter."

In the first case you make a "bromide" statement about the goods; in the second, you convey a picture to the mind of the reader. She sees her new acquaintance opening her letter, and pictures its delicate, dainty appearance. You have told her what the goods will do for her.

Of course, plain "reason-why" may sometimes be used—in advertising a special price, for instance. Here you would play upon the saving in price as a reason for buying.

DON'T BE IN A HURRY.

Don't look for great results from your newspaper advertising all at once. Newspaper advertising may be compared with the building of a dock. The first few thousand tons of

masonry used in its construction are hidden beneath the water. To the outsider it seems that vast quantities of material are buried in the sea without result. In time, however, a solid foundation becomes visible above the water, and soon a permanent structure is seen.

In your newspaper advertising the results may not be visible at first, but the *continuous*, wise use of space will develop a permanent structure of good-will which cannot fail to prove beneficial.

It is wise to have an advertising appropriation and to decide in advance what will be spent during the season in advertising. Let that amount cover all the advertising done during that period.

Much better results will be obtained from the continuous use of small advertisements than by one big splurge. The latter is soon forgotten, while the continuous use of small advertisements constantly pounds home the message to customers and prospects.

Do not try to advertise twenty articles in a two-inch double-column advertisement. If the amount of space you can afford is limited, advertise one line or one thing at a time. Unless this is done, the attention of the reader is scattered and fails to develop into a desire to possess any of the articles advertised or into interest, even. When the space is small, advertise one line of goods at a time, or, better still, one article at a time.

MONEY THROWN AWAY.

Give up the thought which so many druggists have that you can prepare your advertisements in odd moments. It is actually money thrown away to use ads that are poorly worded and displayed. Make the preparation of your advertisements a definite duty, and give ample time to its performance. Or perhaps it might be well to arrange for a local advertising agency to look after it. Better results will surely follow.

Avoid running the same copy twice. Advertise the same articles as often as you wish, but prepare new copy. There is always something fresh to be said about it; and do, oh please do! see that what you advertise is seasonable.

Look through the advertisements which some druggists display. Some of them are as out-of-date as the Canadian druggist who advertised fly-swatters in January. By advertising goods which are in demand *now* you are

more sure of pulling immediate business. The advertising that you want must not only build up good-will for you, but must introduce some dollar bills to their brethren in your cash register.

Advertising is not an expense. It is an investment which should pay good interest. If advertising is properly attended to it will surely pay well.

Those little post-card-size printed advertisements or booklets are mighty useful to slip into customers' parcels; but again, one must see that they are seasonable, and that the goods so advertised are in stock.

CHEAP BOOKLETS.

Many manufacturers—in fact I can safely say the majority of manufacturers—waste more money on this kind of advertising than they spend judiciously. Many of them kindly but unwisely flood you with little booklets and other matter having advertisements of articles which you do not sell, and your name and address is sometimes very poorly and cheaply imprinted. It looks a regular hodgepodge.

If I were an active drug merchandiser today,

I would throw away nine-tenths of the advertising material sent me by the manufacturers. I would be ashamed to have such shabby-looking material going out as representing the quality of the store which I ran. Remember that every piece of advertising that goes out with your name on it in any way is looked upon by the recipient as representing the standard, the quality, of your store. So whatever you do use, see that it is really representative of what you want to make your store.

The druggist who thinks he can stand behind his counter and wait for business to come in these days is mistaken. He is almost comparable to our friend with the hookworm, who, when you complain of his lack of energy, will tell you in languid tones that he was not consulted as to whether he should be born or not, and under the circumstances he "reckons" that the world owes him a living.

He is quite right. The world owes us all a living. But it is up to us to collect it for ourselves! What we get we go after.

And one of the ways that the modern druggist goes after what he wants is through the medium of the printed advertisement.

Next month Mr. Whitehead will discuss "The Written Letter."

HOW I CUT DOWN EXPENSES

By EDGAR E. DALLEY

Now that it's all over it makes me laugh. I cut down expenses when I didn't need to.

The war did it, mostly—the big war in Europe; and the way I cut down expenses was to sell my automobile.

Running a drug store is not the gold mine people think it is but, at that, I have no cause to complain. I have always made a good living. I own my stock and fixtures, my store building, and my home, and up until last May I owned an automobile.

When the war broke out I looked for hard times. It seemed to me that money would tighten, and that everybody would think twice before they let go of a dollar. The banks clapped on the lid a little, prices commenced to

sky-rocket, and the general outlook didn't seem very promising.

That was the first scare I got. The next one came when the *Lusitania* was blown up. I looked for war; didn't see how we could possibly avoid it.

So I began to figure how I might hedge a little.

Do you know that it is a hard thing to reduce a drug store's operating expenses? I own my building: shall I move out? For it surely would not do to put down in the expense account a smaller amount than the building would rent for to some other man. I can get \$60 a month for it any time; so I charge myself up with \$60.

And clerks. I keep two, and work myself. I don't see how I could possibly get along with one. In fact, I know that I couldn't, for I should lose business. People won't stand around nowadays. They want to be waited on at once.

We have a furnace in the basement—hot water. We surely have to have heat in the winter, and we couldn't think of using stoves, the way we used to. Nor could we get along without electric lights, and plenty of them.

We have to have insurance, have to pay taxes of several different breeds and varieties, have to have two 'phones, have to contribute to the church and to a number of other causes, and we have to advertise.

Where can we begin to economize? I gave the matter very serious consideration and concluded that the store, as a store, couldn't; that if there was any economizing to be done I, as the store's proprietor, would have to do it.

Last year I drew \$2276 out of my business—spent that much. I had my stakes set at \$2000; that is, \$2000 was the salary I allowed myself. But I overdrew; I spent more.

Now I never had an automobile until a year ago last April. I bought what they call a "demonstration car"—one that the company had used as a sample and to demonstrate to prospective buyers. The regular price was \$1350; I got it for an even thousand. It had been run 1500 miles.

Before I bought a car I had it in my head that I would like to tinker it up, if anything got a little out of whack. I liked to read the *Scientific American*, and thought I was a mechanic. But I soon found out two things—one being that I didn't have the inclination to doctor my car, and another being that I couldn't doctor it if I wanted to. An automobile is a complicated piece of machinery, particularly the part that has gone wrong with me the most—the carburetor.

Then, too, a great many of the parts are hard to get at. Lying flat on your back on the floor and twisting bolts directly above your head, getting an occasional gob of grease in your mouth, and once in a while a nut in your eye, isn't exactly what I call fun. And for heat, next to a certain place spoken of in the Bible, there are very few institutions that can beat a garage on a hot summer's day.

I thought, too, that it wouldn't cost much to

run an automobile and keep it in repair. Where I live gasoline was only 10 or 11 cents a gallon.

A license cost me \$3, and a new tire \$28. That's what I started out with, plus \$5 for the first month's garage rent, a dollar's worth of gasoline, and sixty cents' worth of lubricating oil.

My wife bought a robe and also four linen dusters, one for dad, one for mamma, and one for each of the two kids—\$10. Then we had to have a hamper—a metal box to fasten on behind, and a full kit of eating tools—another \$28. I bought two new inner tubes and a box of patches—\$11.50.

I kept a detailed account, and my first six months' expenditures, including garage rent, were \$92.09.

During the balance of the open season (I did not run my machine during November, December, January, February, and March) my average monthly expense was \$17.69, this representing actual outlay for gas, oil, the charging of batteries, and repairs. During the cold months my expenses were merely garage rent, five dollars per.

How much I spent by reason of having the machine that I would not have spent if I hadn't had it there is no way of telling. I learned that a woman likes to do up things in grand style, when she gets out in an automobile. It gives her a feeling of royalty, and she wants to live up to it. So we had many a fling in a small way. This did not cost much in real money, I realize; it would not foot up big. But it was a contributing cause to the overdrawing of my salary account.

When I went to start my car in the spring, it wouldn't go. It had stood in a cold room all winter, and was out of tune. I sent for a professional tuner and he got busy—got busy eighteen dollars' worth.

About this time I had a talk with a friend of mine on the subject of depreciation. He estimated the depreciation on his car at \$450 a year. This scared me a little, and the possibility of the United States getting pulled into the trouble in Europe scared me still more. I got a chance to sell my automobile for \$900, cash, and I let it go.

That is the way I cut down expenses.

In conclusion it is only fair to say, though, that I shall have another car.

I used to know an old reprobate whose pet saying was, "What's the use of living if you can't enjoy life?" - I expect to be on earth but

once, and a car helps me and my family enjoy life; and my family, at least, is entitled to all the enjoyment I can afford to give them.

TOILET ACCESSORIES ARTISTICALLY DISPLAYED

By ARTHUR A. HAAS

This is a ladies' window. Women in passing would stop and exclaim "Oh, what a pretty window!"

I rented a neat, high-grade "dressing outfit" from a leading furniture dealer and set the different pieces in place. I next bought a pair of lace curtains and had them dyed a delicate lavender. In fact, the entire color scheme was lavender, as much as possible. Even the light

The curtains were so draped that it might appear that the lady had just retired, her kimono being thrown across the back of the rocker and her slippers left by the chair. A traveling bag, opened, was set near the background.

A beautiful Persian rug completed the outfitting.

A few signs were hung on the wall as shown,



globes were in that shade, giving a soft, pleasing effect.

On the dressing stand were placed the different articles used by milady in dolling herself up, such as complexion cream, toilet water, nail polish, etc. On the floor of the window I arranged a row of a special hair-brush near the outer margin, as well as a number of other articles—not many of them; just a few. It is easy to overdo a display of this character.

and an artistic picture was attached to the drawn curtain in such a manner that its reflection might be caught in one of the dressing-table's mirrors, when the gazer stood in just the proper position. It will be noted that the photographer did not entirely lose sight of this point.

This effective display appeared in the window of S. H. Barnhart's store, Freeport, Illinois.

DIVERTING EXPERIENCES IN COLLECTING PAST-DUE ACCOUNTS

By **FOUR CONTRIBUTORS**

BY **WM. A. BRANN,**

Chicago, Ill.

Funny experiences collecting bills? We all have them. Here is one of mine:

A short time ago one of my messenger boys (whose father, by the way, happens to be a policeman with plenty of determination and nerve, which the son has inherited) set out to collect a bill from one of my most delinquent customers, and although the boy made it a point to visit the place at about nine o'clock every night for eight or ten days no cash was forthcoming.

Finally, however, "something dropped." When he returned after the tenth trip I was busy in the prescription department, and as I peered through the periscope I could not fail to observe the rather triumphant and somewhat excited look which seemed to say that my youthful collector had brought home the bacon.

And he had. When he informed me that he got the money I asked him how on earth he had accomplished such a Herculean task. I told him that I hoped he had not been rude, or insulted anybody.

"No," he replied, "I didn't hardly say a word. I just told them plainly that I was getting tired of their stalling around with hot-air promises, and I hollered it out good and loud, so that every one could hear it."

"Yes; and then——"

"Well, they had company!"

And thus the mystery was explained.

BY **MARK A. SAWRIE,**

Selma, California.

Mrs. Cook's account had been charged off to profit and loss for two years, when one day she rushed into the store, with anger flashing from her eyes.

"I am tired of being troubled about your old account," she indignantly said as she handed me a check.

I was dumbfounded, but politely took the money and attempted to give her a receipt. She was too angry to wait, and informed me as she

went out of the store that she would have no further dealings with me.

Imagine my surprise when some hours later I learned that an attorney had attached her property to collect a bill owing another drug store. She misunderstood, thought the account was ours, and came and paid us to stop further action. Next day she threatened to sue me for a return of the money, but went no further, and I enjoyed the unusual experience of collecting one bill without trying.

Fifteen years' experience had passed over my head when Spence came in to pay his bill. He was inclined to kick, and found fault with the amount. He said that he didn't get all of the items, and that the charges were excessive.

The bill was for \$24, and he finally flatly offered to settle in full for \$20. He made me angry, and I stubbornly informed him that I would make him pay the full bill.

"You'll take this twenty dollars, or you'll take nothing," he retorted.

Confident that I could make him pay, I refused the amount which he offered. That was four years ago, and I have fully concluded that Spence knew exactly what he was talking about. So far I have got just what he said I would!

BY **CLAUD A. SMITH.**

Pine Village, Indiana.

The cleverest artful dodger that I have ever known was a lady who for a time was one of my best customers. She paid cash at first, but one Friday she asked me to wait until "Saturday night" for payment of a trifling purchase, and I complied with her request. On Saturday evening she paid the amount promptly, thus giving me entire confidence in her.

Some time later she purchased some of the best rubber goods in my stock, some toilet articles, face creams, etc., the total amounting to a considerable sum, and asked for credit on the same terms as before. I later learned that this was her usual method of procedure, but, being still a comparative stranger in town, I had not been warned.

I waited until Saturday night—and longer. A bill sent on the first of the following month received no attention; a second bill was likewise disregarded. So, finally, being still young and venturesome, I determined to try a personal appeal.

My reward, the first time, was a vague promise, and I was encouraged to try again. And the second visit brought results, though not the kind I was looking for.

I am not exactly an innocent myself, when it comes to swearing, but never before or since have I heard such a fusillade of vile epithets as that woman heaped upon me. She was an adept in profanity, and gave me the full benefit of a large and flexible vocabulary. Just as two of my most influential customers came near enough to hear her, she closed her blistering tirade with the command most distinctly given, "Now let me alone, you *skunk!*"

Needless to say, I have "let her alone" ever since, as far as personally visiting her is concerned.

However, the druggist is not always the one to get the worst of it. Sometimes he squeezes through with a whole hide.

A young mechanic purchased a few articles amounting in all to \$1.35 and handed me a check for ten dollars. As the bank was closed, he asked me to take my pay out of the check; he needed the change, he said. This I did, not without a few doubts, however, for the check was drawn on a bank in another town.

It required about a week for the check to get back to me, and it was defaced by the cheerful statement, "No Funds."

I wasted little time in starting for the mechanic's house. I found him assisting his wife and mother-in-law in packing the family furniture preparatory to leaving town that night. I got my money.

BY W. W. MORRIS,

Eureka Springs, Arkansas.

I had sent employees out to collect bills and they had come back with all sorts of reports. "Tell the boss I'll be down and see him," seemed to be the stall that most of them got. So I resolved to go out myself.

I made a bee-line for the residence of cranky old Mrs. Hicks, who had been one of the store's creditors for years before I had become

its proprietor, and though she was as slow as the itch I didn't have the nerve to refuse her credit. The first item on her bill had been charged about five months before, and there had been a few additions each month. And each month she had promised to come down and "see Mr. Morris in person."

But she hadn't come.

I had been told that it was extremely difficult to get her to answer the door-bell on the first of the month, so when I had rung and rapped until I got sick of it I opened the door and walked in.

She was standing in the back hall, and blatted that I might have waited until she got to the door. So I apologized for intruding by telling her that I supposed she was in the kitchen, and probably couldn't hear the bell, as there was a car passing at the time.

I pulled out my bills and said, "I believe I have a little account here—Morris' drug store."

"Well! well!" she exclaimed, "another collector from that drug store! That man Morris is, of course, new here, but he could find out from anybody in this town that he need not worry about the bill I owe him. He's got very little sense or he wouldn't be sending a collector every day or so to bother me. It is really provoking. You tell him that I'll be down in a few days and see him."

I colored up a bit and said, "Madam, I am Mr. Morris. I am here myself."

And before I had time to say anything more she threw up her hands and exclaimed that she couldn't see me very well, as I was standing in the dark. Continuing she said that she had never had the privilege of meeting me, but that she had been looking forward to that pleasure because her son had spoken of me so often. "But, Mr. Morris," she gushed, "you are so very young to be in business for yourself! You surely can't blame me for the mistake I made. Please sit down and rest; I know you must be tired, walking over these hills all the morning."

She babbled on in this manner for quite a while, asking me if my wife had yet arrived, all about my people, and too many other questions to remember. She apologized for not having the money to pay me that day, but came to the store the next morning and squared her account. More than that, she invited me up for Sunday dinner!

LET THE STORE HAVE AN INDIVIDUALITY!

By THEO. B. FANT

Briefly outlined, here are a number of factors which have helped build and sustain a profitable business—just a few among others. They are the little distinctive points of this store, it might be said. Every store has its individuality.

No. 1. DOUBLING SALES.

It strikes me that it's a pretty good idea to use every legitimate endeavor to increase the size of each sale. When a 10-cent article is disposed of whereas a 5-cent one was called for, the sale has been increased 100 per cent. And when a quarter-of-a-dollar's worth is wrapped up instead of 10 cents' worth, why we are soaring way out of ordinary arithmetic and butting into astronomy!

Customers are in the habit of calling for 10-cents' worth of all kinds of stuff: witch-hazel, turpentine, castor oil, glycerin, spirit of camphor, etc. Most druggists keep these put up in 10-cent bottles. I keep them put up in 25-cent bottles also, and when I get a call I hand out the 25-cent size first. I find it an excellent practice to do so.

No. 2. PHOTOGRAPHERS' TRADE.

A short time ago we added cameras and photographic supplies as a side-line. I made it a business to see all of our local photographers, and to talk with them. From the very beginning our business grew. We kept on adding to our stock, and now we are getting trade from every photographer in town and from some out of town. The sale of films alone is quite a considerable item.

No. 3. GETTING BUSINESS FROM DENTISTS.

We have another special line—goods that appeal to the dentist. This dental supply business increases our sales faster than anything I know of, although it must be confessed the profit is small.

I make it a point to see all of the dentists once a week, get their orders, and have the goods delivered the same day. Of course this is a cash business.

No. 4. BOOSTING 10- AND 15-CENT DRINKS.

We have nearly doubled our soda sales this season by pushing food drinks, such as malted milk and egg cocktails. I use a number of printed signs suggesting such drinks. I also keep the eggs in a glass dish on the counter, and the malted milk in plain sight, deliberately aiming to tempt patrons.

No. 5. MAGAZINES.

Periodicals have played an active part in increasing our sales in several ways. I often sell a magazine to a man, and before he gets out of the store he buys something else. In all probability if he had had to look up a news stand he would have dropped into another drug store on the other corner, and their cash register, not ours, would have got punched. And it makes a difference!

No. 6. SPECIAL CANDY SALES.

Candy is one of our strong specialties, and our business is growing every week. I take it out of the show-case, where most dealers keep it, and make a display, covering the whole top of a counter case. It attracts everybody's attention, especially that of the children.

We have special sales on candy every Saturday. These are boosted in the store all the week in every way we can—by word of mouth, signs, etc. And on Fridays we advertise in the daily paper. We have found these special sales not only directly profitable but extremely stimulating to general business.

Every store ought to have a distinct individuality. It takes a little planning, backed by a little extra effort, but it pays.

BOARD QUESTIONS ANSWERED

A NEW YORK EXAMINATION.

(Continued from the January BULLETIN.)

11. Give a characteristic test for zinc sulphate.

The addition of ammonia and hydrogen sulphide gas throws down zinc sulphide as a dirty-white precipitate, while the addition of barium chloride throws down the sulphate as a white precipitate.

12. Give the chemical name for each of the following: (a) litharge, (b) copperas, (c) red precipitate, (d) sugar of lead, (e) lunar caustic.

(a) Lead oxide, (b) ferrous sulphate, (c) red mercuric oxide, (d) lead acetate, (e) molded silver nitrate.

13. How many grammes of ammonia gas are obtained when 40 grammes of ammonium chloride are decomposed with caustic potash? [Atomic weights: N=13.93, H=1, Cl=35.18, K=38.86, O=15.88.]

The following reaction takes place:



53.11 (mol. wt. NH_4Cl): 16.93 (mol. wt. NH_3) = 40 (wt. of NH_4Cl): X (required wt. NH_3).

$$53.11 \times = 677.2$$

$$\times = 12.75 \text{ grammes of ammonia gas.}$$

14. How many grammes of official ammonia water can be made from the quantity of ammonia gas obtained in question 13?

Official ammonia water contains 10 per cent by weight of gaseous ammonia. Therefore, from 12.75 grammes of ammonia gas there can be obtained 127.5 grammes (12.75×10) of official ammonia water.

15. Give (a) the chemical formula of prepared chalk and (b) state by what process it is freed from most of its impurities.

(a) CaCO_3 .

(b) Elutriation.

16. Give the chemical name of each of the following: (a) BaCrO_4 , (b) CaF_2 , (c) FeCO_3 , (d) Mg(OH)_2 , (e) $\text{HC}_3\text{H}_5\text{O}_3$.

(a) Barium chromate, (b) calcium fluoride, (c) ferrous carbonate, (d) magnesium hydroxide, (e) lactic acid.

17. How may the presence of alum in potassium bitartrate be detected?

If one gramme of potassium bitartrate be well triturated with about one gramme of potassium carbonate and 0.5 gramme of potassium nitrate, and the mixture heated gradually to dull redness in a porcelain crucible, and if, upon cooling, the resulting mass be treated with a slight excess of diluted hydrochloric acid and filtered, the filtrate, upon being made slightly alkaline with potassium hydroxide test solution, should not yield a gelatinous precipitate in excess of the reagent.

(End of New York Examination.)

AN INDIANA EXAMINATION.

PHARMACY.

1. Define distillation.

Distillation consists of two processes, the evaporation of a liquid, and the condensation of the vapor into a liquid in a separate vessel.

2. Define sublimation.

Sublimation is the distillation of a volatile solid.

3. Define percolation.

Percolation is a process of obtaining the soluble constituents of a powdered substance by the descent of a solvent through it.

4. Define calcination.

Calcination is the process of depriving a solid of its moisture or other volatile constituents by the application of heat without fusion.

5. Discuss three methods for clarifying liquids.

Clarification is the separation from liquids of solid matter which prevents their being transparent, without using filters. It is generally effected through the agency of heat, the separated disturbing element subsequently being removed by straining or decantation. The viscid character of some liquids renders the various methods of filtration impracticable; whereas the mere application of heat, by increasing their fluidity, enables the suspended particles of solid matter to separate spontaneously, some rising to the surface while others sink to the bottom. If the liquid be allowed to remain at perfect rest while separation is going on, the lighter particles will form a layer, which can often be completely removed with the aid of a skimmer, while the heavy sedimentary matter is readily retained on a cloth strainer.

Saline solutions concentrated for the purpose

of crystallization are frequently contaminated with dust and other foreign matter which passes freely through cloth and paper filters; they may be readily clarified by adding paper pulp, which effectually removes the fine particles of dirt from the boiling liquid, by enveloping them in its own fiber and retaining them on the strainer.

Clarification of liquids may also be effected by fermentation. Fruit juices, as a rule, contain certain principles which tend to render them cloudy and unsightly, but which can be removed by fermentation at a moderate temperature, the matter thus separated settling to the bottom; and the clear liquid may be drawn off by means of a siphon or otherwise.

6. State four ways of manufacturing medicated water.

(a) By agitating the medicinal ingredient with cold water.

(b) By passing gases through water.

(c) By distillation.

(d) By triturating the medicinal ingredients with purified talc, and then mixing with cold distilled water and filtering.

7. Name an official water made by each of the processes stated in the question.

(a) Bitter almond water.

(b) Ammonia water.

(c) Stronger rose water.

(d) Peppermint water.

8. Compare a pill, point for point, with a troche.

A troche is a lozenge composed of medicinal ingredients mixed into a paste with sugar and mucilage and dried. A pill is a mass of medicinal matter, made with a variety of excipients, round or ovoid in form. A troche is intended to be gradually dissolved in the mouth and slowly swallowed, producing a demulcent effect, while a pill is intended for internal administration. Troches are uncoated and of the same composition throughout, while pills are generally coated and may consist of two or more layers of dissimilar composition. A pill should weigh, exclusive of coating, from one to five grains. Troches may be considerably heavier. Troches as a rule contain the active ingredients in more diluted form than do pills.

9. Name two suppository bases.

Cacao butter and glycerinated gelatin.

10. How would you proceed to make suppositories by hand?

First effect an intimate mixture of the active ingredients and vehicle in a mortar, by forming them into a uniform mass. Then transfer the mass to a graduated tile and divide into the required number of equal parts, which are then properly shaped with the fingers.

11. How would you proceed to make suppositories by means of the mold method?

First weigh out sufficient cacao butter to just fill the molds, and place about two-thirds of it over a water-bath in a capsule or casserole. While this is heating weigh out the medicinal ingredients and incorporate them thoroughly with the remainder of the cacao butter. Then remove the melted cacao butter from the water-bath and allow the contents to cool to 95° F., or lower. Then the medicated cacao butter, now rendered soft by friction, is added to that in the capsule, where a little stirring with a spatula or glass rod will render the whole liquid and homogeneous. Finally the fluid is poured into the molds, which have previously been chilled, and the molds placed on ice until the suppositories have hardened.

12. What is (a) Dover's powder, (b) Bland's pills, (c) laudanum, (d) Fowler's solution?

(a) Powder of ipecac and opium.

(b) Pills of ferrous carbonate.

(c) Tincture of opium.

(d) Solution of potassium arsenite.

13. Discuss the practice of making tinctures, infusions and decoctions from fluidextracts.

At the 1915 meeting of the American Pharmaceutical Association, Professor W. L. Scoville, of Detroit, read a paper which contained the results of a three years' series of tests conducted in order to ascertain the relative values of tinctures prepared by the official process and those made by diluting fluidextracts. It was found that tinctures prepared from fluidextracts are equally as good as those made in accordance with the U. S. P. method, and in some cases are better. Thus it would seem that there can be no valid objection to making tinctures from fluidextracts, if the druggist so desires.

Infusions and decoctions, however, differ materially from fluidextracts, not only in strength, but in taste and appearance, and oftentimes in action; this is because quite different principles are extracted from drugs by water than those which are obtained by alco-

holic liquids. In infusions and decoctions only the water-soluble principles are desired, and a diluted fluidextract is never a proper substitute.

14. Discuss acacia as an emulsifying agent.

Acacia is probably the best emulsifying agent for general use. Emulsions made with it are attractive in appearance, palatable, and permanent. It has a wide range of emulsifying power. Primary emulsions made with acacia will stand considerable dilution. If rules are followed carefully even a novice can produce a satisfactory emulsion with acacia.

15. Give a rule for making an emulsion with acacia.

For one part of dry acacia use four parts of fixed oil (or two parts of volatile oil) and twice as much water as gum.

16. Name three emulsifying agents, not including acacia.

Yolk of egg, condensed milk, and blanched almonds.

17. How can camphor, menthol, or salol be put into an emulsion?

By first dissolving the camphor, menthol or salol in a fixed oil and then emulsifying the resulting solution.

18. Write out the following in full English: (a) b. i. d., (b) p. r. n., (c) s. a., (d) a. c., (e) dieb. alt., (f) N. F., (g) ft. collyr., (h) coch. parv., (i) non. rep.

(a) Twice a day, (b) as occasion arises, or as needed, (c) according to art, (d) before eating, (e) every other day, (f) National Formulary, (g) make an eye lotion, (h) a teaspoonful, (i) do not repeat.

19. How should the following be stored: (a) Spirit of nitrous ether, (b) hydrogen peroxide, (c) ferrous sulphate, (d) syrups, (e) biological products.

(a) In small, well-stoppered, dark amber-colored bottles in a cool place, remote from lights or fire.

(b) In well-stoppered, amber-colored bottles in a cool place.

(c) In well-stoppered, amber-colored bottles so that the crystals may not effloresce.

(d) In small, tightly-stoppered bottles in a cool place.

(e) In a refrigerator.

20. What difficulty is encountered in the manufacture of aromatic spirit of ammonia, and how can this difficulty be overcome?

A precipitation sometimes occurs due to the insolubility of ammonium carbonate in the

alcoholic menstruum. The difficulty is overcome by adding ammonia water to the carbonate, converting the latter into the normal salt, which is soluble in the alcoholic liquid. To insure the conversion it is advisable to let the aqueous solution stand for twelve or twenty-four hours before adding it to the mixture of oils and alcohol.

21. Criticize the following prescription:

Tinct. belladonnæ fol.....4 fluidrachms.
Ammonii carbonatis.....1½ drachms.
Atropinæ sulphatis.....½ grain.
Syrupi scillæ comp.....4 fluidrachms.
Syrupi tolutanus q. s. ad....4 fluidounces.

Misce et sig.: a teaspoonful every three hours.

The compound syrup of squill contains acetic acid which, when it comes in contact with the ammonium carbonate, liberates carbon dioxide. Care must be taken not to cork the bottle before effervescence ceases. As there is an excess of ammonium carbonate present which is not converted by the acid, the atropine sulphate and the tincture of belladonna are likely to be affected, resulting in a precipitation of the alkaloids. If dispensed the prescription should bear a shake label.

22. Write out a four-ounce prescription so that each teaspoonful will contain approximately 1/60 grain of strychnine sulphate, 2 grains of quinine sulphate, and 1 grain of ferric citrate.

There are 32 teaspoonfuls in four fluidounces. Therefore the following will answer:

Strychnine sulphate.....
½ grain (32/60 grain to be exact).
Quinine sulphate64 grains.
Citric acidq. s.
Sodium citrate32 grains.
Ferric citrate32 grains.
Water1 fluidounce.
Syrup q. s. ad.....4 fluidounces.

The citric acid is used to bring the strychnine sulphate and quinine sulphate into solution in part of the water. The sodium citrate is added to the ferric citrate, dissolved in the remainder of the water, in order to prevent decomposition of the iron salt.

23. How is syrup of ferrous iodide made?

Introduce 12.5 grammes of iron (in the form of fine bright wire, cut into small pieces) into a flask of thin glass, having a capacity of about 500 Cc., add to it 150 Cc. of distilled water, and afterwards 41.5 grammes of iodine. Shake the mixture occasionally, checking the

reaction, if necessary, by the affusion of cold water, and, when the solution has acquired a greenish color, and has lost the odor of iodine, heat it to boiling and add at once fifty grammes of sugar. When this has dissolved, filter the solution into 550 grammes of sugar contained in a porcelain dish. Rinse the flask and iron wire with 125 Cc. of distilled water and pass the washings through the filter into the sugar. Stir the mixture with a porcelain or wooden spatula, heating the liquid on a water-bath until complete solution is effected, and, having passed the syrup through a clean muslin strainer into a tared bottle, add 20 Cc. of diluted hypophosphorous acid, and sufficient distilled water to make the product weigh 1000 grammes.

24. How would you make up a gallon of storage battery fluid (H_2SO_4 , sp. gr. 1.20) from official H_2SO_4 , sp. gr. 1.82.

By alligation we get:

1.20 (sp. gr.. desired)

—————		—————
1.82 (sp. gr. of H_2SO_4)		1.00 (sp. gr. of water)

20

62

Dividing 20 and 62 by greatest common divisor (in order to simplify) gives 10 and

31—that is to say, 10 fluid parts of acid (sp. gr. 1.82) and 31 fluid parts of water when mixed will give 41 fluid parts of a mixture having a specific gravity of 1.20.

128 fluidounces (1 gallon)=41 fluid parts.

One part= $\frac{1}{41}$ of 128 or 3.122 fluidounces.

10 parts=31.22 fluidounces of H_2SO_4 (sp. gr. 1.82) required.

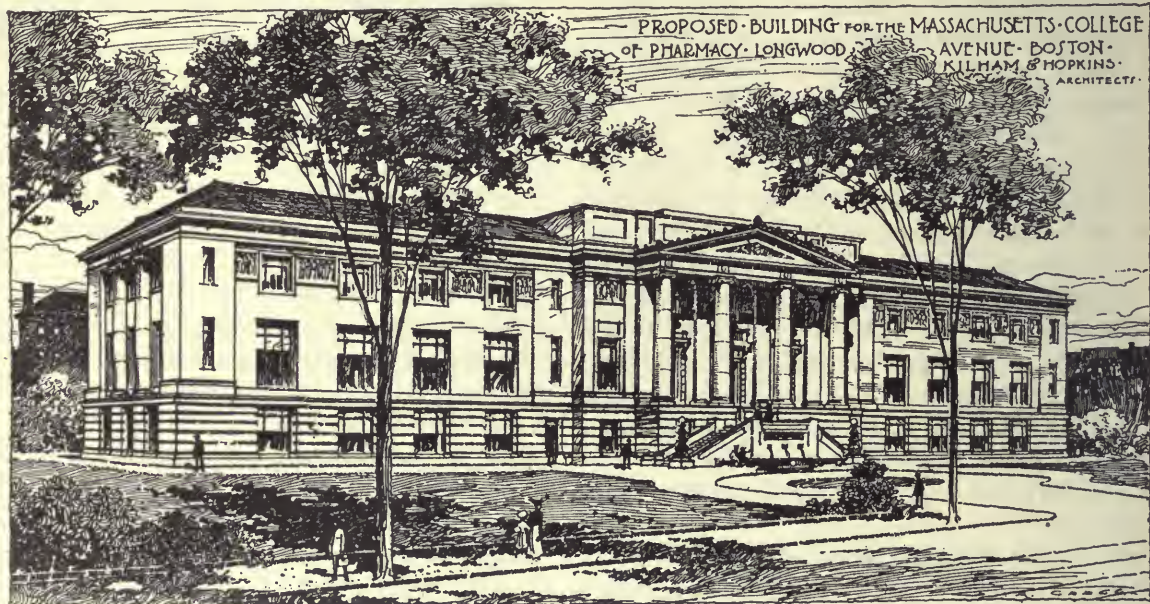
31 parts=96.78 fluidounces of water required.

Therefore, to make one gallon of storage battery fluid (H_2SO_4 sp. gr. 1.20) add 31.22 fluidounces of H_2SO_4 (sp. gr. 1.82) cautiously and slowly to 96.78 parts of water, and when the mixture has cooled make up any loss in volume by adding water q. s. to make 1 gallon.

25. Contrast as to alkaloidal strength, dose, and medicinal action, tincture of opium with fluidextract of nux vomica.

Tincture of opium represents 12 to 12.5 grammes of crystallized morphine in 1000 Cc., while fluidextract of nux vomica represents 10 grammes of strychnine in 1000 Cc. The average dose of tincture of opium is 8 minims, which is eight times the average dose of fluidextract of nux vomica. In action tincture of opium is a stimulant narcotic while fluidextract of nux vomica is used as a tonic and as a systemic stimulant.

(To be continued.)



PROJECTED HOME FOR THE MASSACHUSETTS COLLEGE.—This dignified and imposing structure has been designed for the Massachusetts College of Pharmacy, and it will be a real tribute to the calling to have such a building devoted to pharmaceutical education. The location will be at the corner of Brookline and Longwood Avenues, near the group of classic buildings erected some years ago to house the Harvard Medical School. The Massachusetts College has an endowment of \$240,000, but no part of the principal will be used for the present purpose. A large portion of the money will be secured from the sale of the old home of the college, and the remainder is being raised by a vigorous campaign now under way. The new building will cost about \$200,000 apart from the site.

SELECTIONS

ADVERTISING THE DRUG STORE.

Advertising does not necessarily mean billboards, street-cars, newspapers, blank walls, circulars, programmes, letters, or any one specific thing, but advertising means anything that attracts the attention of one person or of a million people to your business or to you personally as the proprietor of that business; and if the retail druggist could only realize that almost every waking hour he is advertising or misadvertising his business, he would pay more attention to the importance of correct advertising.

You have been advertising from the very first day that you opened your door. Every package of goods that goes out of your shipping department is an advertisement for you; every package that leaves your store is an advertisement for you; the clothes you wear; the things you say; the manner in which you treat your fellow men; the manner in which you walk down the street—are all advertisements in the truest sense of the word.

If an efficient advertising man were to be called by a neighborhood druggist and told to do what he could to increase the profits of the business, the first step, no doubt, would be to see if three or four dollars spent for white paint would not be a good advertisement in the druggist's window. If there was anything about the exterior of the building that might create the impression in the mind of the passer-by that carelessness and slipshod methods prevailed within, that condition would have to be corrected.

The interior of the store often has an unconscious influence either favorable or unfavorable on the prospective customer, and you cannot get correct store atmosphere unless the things therein are right.

The average neighborhood druggist cannot advertise in newspapers profitably because he pays for the total circulation of the paper, and can hardly cash in on more than 5 per cent of the circulation. Many druggists have tried to build up a telephone business, but this has often proved disastrous because the cost of delivery takes the profit from the sale.

If I were a neighborhood druggist I would promote children's contests, outlined pictures

to be filled in with ordinary school crayons, the best and neatest design to receive a box of candy each week or every month. And I would get the candy manufacturer to donate the candy, because in return for it I would give him an advertisement in my window.

I would concentrate on the doctors. I would try to find out when a doctor had a birthday, and every year I would send him a birthday card or any little thing to get his good-will, and all the time I would realize the value of advertising.

Sometimes I wonder if it is because the druggist, as a rule, is better educated than men in other retail lines that he apparently is not the same efficient business man. The average neighborhood druggist will tell you that he is overworked; that the public imposes on him; that people come in to buy stamps and postal cards; and yet a retailer in any other line will tell you that all he wants is to get the people into his store and he will take a chance on selling them. And in most cases he does.—
J. THOMAS LYONS, Assistant Advertising Manager of the *Baltimore News*, before the Baltimore Branch of the A. Ph. A.

DRUGGISTS SHOULD KNOW.

I venture to say that there are comparatively few men who have finished their education on the subject of necessary store accounting.

For instance, how many druggists make it a practice to analyze the accounts at sufficient and regular intervals to enable us to know that all of our legitimate expenses are being met out of the business, including the value of the time that we, as owners of our stores, are putting in the business; including the interest charges on the capital that we have invested; that we have in the selling price a sufficient allowance for overhead charges; that such and such a figure is or is not a proper allowance for overhead, and that we are obtaining a surplus of so many per cents?

Do we make it a practice to mark our goods accordingly, with a sufficient margin to accomplish these things?

I wish I had time to read you an article that appeared in the *New York Times* of December 5. The Wholesale Men's Furnishing Association found that too many men were failing to discount their bills, and that there were too many receiverships and cases of retail busi-

nesses being conducted unprofitably. They formed an Advisory and Adjustment Committee, meeting every Tuesday, and made arrangements for all cases of slow-pay accounts to be reported by the retail merchants, and they have found many cases in which helpful suggestions have resulted in putting the business on a paying basis, so that the merchants could discount their bills and obtain loans from the banks, where otherwise that would be impossible. I am quite sure that a committee of "Business Doctors" for the drug business which would seriously consider this situation and put active plans in force would be of benefit to the business.—J. E. ALDRED, before the Baltimore Branch of the A. Ph. A.

LETTERS

AN AUTO-TRUCK AND CANDY SPECIALS.

To the Editors:

Quite naturally all druggists are looking for new ideas—ideas that will pull business. I am going to suggest one or two.

We bought a little auto-truck, 6 feet long, fully equipped with rubber tires and all ready for some bright, aggressive kid. We then had several thousand coupons printed and ran an ad. in our local paper outlining our Auto-Truck Contest.

We conducted this contest for a period of four months. With every five-cent cash purchase we gave a coupon. During some weeks we advertised certain specials; for instance, on school supplies during a stated period we gave double coupons. In our candy department and at our soda fountain we gave double coupons from the beginning of the contest.

During the last two weeks we offered double coupons on all paid-up accounts. Several "dead ones" responded.

When our contest closed, December 1, we required all coupons to be wrapped in packages of hundreds, with the name of the contestant placed on each package. The contestants were required to be in the store by 8 o'clock on the evening of December 2, when the results would be made known. This drew a crowd, for some 25 or 30 contestants were hot on the trail of that auto-truck.

The total number of coupons footed 80,100. The entire cost of the contest was not over \$35.00.

Here is another idea—a modification of the much-used, nowadays, Candy Special. Six weeks ago we contracted for 40 pounds of fine chocolates in pound boxes, regular retail price 50 cents. We then advertised this as special at 39 cents, Saturday only.

Before 9:30 P.M. every pound was gone. During six weeks we cleaned up over 250 pounds of candy, the average cost being 22 cents by buying quantity deals.

Frequently customers came in and our stock was gone. They bought other and higher priced packages. For instance, I myself had three calls last Saturday for one of our specials, and sold all three of the customers regular lines—one a dollar-and-a-half box, and the other two 80-cent boxes.

We have also run several five-pound, regular \$2.50 boxes, special at \$1.98, and cleaned them up on our sales.

Now if we can do these things in this small community, why can't the same things be done anywhere? It simply takes willingness, an optimistic outlook, and well-directed effort. Every druggist has all this stored away somewhere in his anatomy.

Last year we opened hot drinks at our fountain. It has paid. We are now serving hot lemonade, malted drinks, coffee, tea, and sandwiches. We put out an average of three dozen sandwiches a day.

In conclusion let me say that the BULLETIN is certainly the home of ideas—ideas solid in real meat. I know, for I have covered considerable territory lately, and when the BULLETIN is mentioned its name always commands instant attention from the wide-awake druggist.

J. EARL TAYLOR, Ph.G.

Gridley, Ill.

WANTED—AN EXPRESSION OF PRICE.

To the Editors:

Here is a prescription which we compounded not long ago:

Boric acid.....2½ drachms.
Zinc stearate.....4 drachms.
Orthoform2½ drachms.
Ointment of zinc oxide, q.s. ad.....6 ounces.

M. et ft. ungt.

We would like to have BULLETIN readers tell us the proper price to charge for the foregoing.

FRANK DIEDEN.

Chicago, Ill.

BUSINESS HINTS

Figuring Costs Simply.—

The National Association of Credit Men, says *The International Confectioner*, gives the following simple rules for figuring the cost of doing business:

Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing to others.

Charge in addition to what you pay for hired help, an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay-roll.

Charge depreciation on all goods carried over on which you may have to make a less price because of change of style, damage, or any other cause.

Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

Charge amounts donated or subscriptions paid.

Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.

Charge all incidental expenses, such as postage, office supplies, livery or expenses of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the per cent which it has cost you to do business.

More Profit from the Paint Department.—

"To increase the sales, and therefore the profits, in the paint department," said Edward Hoffelt at the 1915 meeting of the South Dakota Pharmaceutical Association, "I have the following suggestions to make:

"Handle one good line of paints and varnishes and stick to it. Don't buy a little of everybody's line, thus having a big stock but no complete line of any one brand.

"Keep a complete stock, but do not overstock. With the stock well arranged it will be an easy matter to 'keep tab on it.'

"Have a want-book in your paint department; it is as necessary as a want-book in your drug department. When you have enough shorts to make a shipment send in your order; or add a few gallons of outside white or barn paint or any good seller to make a one hundred pound shipment and save freight.

"Let the people know that you have a complete line of paints, oils, varnishes, brushes, etc.

"During the painting season use newspaper ads, and if there is a moving picture show in town run a slide at least twice a week. Also use an up-to-date mailing list.

"For the asking, the paint houses will furnish you with cuts for the newspaper advertising, slides for the picture show, and other advertising matter. Send them

your mailing list and they will mail for you much effective advertising literature.

"Window displays are the best trade-pullers there are.

"Druggists who handle wall-paper should not neglect to call attention to their line of floor paints, varnish stains, brushes, and other items used in the clean-up programme. Do not fail to push this part of the line, as there is a larger profit in interior materials than in outside paints.

"It is a good idea to keep a list of the names of patrons who have buildings that are in need of a coat of paint, also a list of the names of those who are erecting new buildings. See these prospects personally, talk paint to them, tell them of the good qualities of the paint you handle, the complete stock you carry, and the good service you can render, and nine times out of ten you will land the job."

Age Marks on Stock.—

"I have had considerable experience in a department store in Chicago," says a writer in *The Spatula*. "We were in the heart of the city, and did a business of between \$250,000 and \$300,000 a year on an average stock of \$25,000.

"We were right there in the market and had advantages. We did it in this way: We kept track of our stock. We had a card system. On every shelf there was a card which told the normal stock of the goods.

"Take cough syrups: we carried a normal stock of a proprietary of a sixth of a dozen of the dollar size. On the 50-cent size our stock was half a dozen; on the 25-cent size, half a dozen. After watching the purchases and sales, I found the dollar size was not called for any more. I immediately discontinued it. I followed that same thing all the way through with syringes, hot-water bottles, razor strops, and everything.

"It sometimes happened that when we had an assortment of a certain quality or size of hot-water bottles we did not know whether a particular bottle had been on the shelf one week or six months. To keep track of them we adopted the following very simple system: Say this is the tenth year of the store's business. In the month of January a purchase is made of a dozen hot-water bottles; they are marked 'A 10.' 'A' stands for the first month of the year, and it is the tenth year that the firm is in business. Those bought in July are marked 'F-10.' A salesman of a hot-water bottle finds one is marked 'A-10' and another 'F-10.' 'A-10' is the one to sell, because that has been on hand six months longer than the other."

One Cent With the Purchasing Power of Five.—

As a starter for its 1916 advertising campaign, the College Pharmacy, of Valparaiso, Indiana, distributed to its customers one thousand New Year's greetings, each with a bright new penny attached to it.

The pennies were fastened to the greetings by means of mucilage and on each card was printed the following: "We'll help you start the new year right. This card and attached penny will be accepted during January of the new year as 5 cents on any article priced at 25 cents or more."

Concerning the scheme Ernest W. Thralls, manager

of the College Pharmacy, says: "We have figured that the profits from increased direct sales resulting during the slack period following the holidays will offset the expense involved by sending out the thousand cards. But even if we find that we have miscalculated in that respect we will still have the advertising value of the scheme to our benefit, so we cannot lose."

Educating Cigar Smokers.—

A New York concern which caters to the box cigar trade encloses the following slip with each purchase:

There is one best way to do everything. Therefore in submitting well-established rules covering the smoking of cigars, we would ask you to note carefully the following statements:

1. *The Best Way to Remove the End from a Cigar:*

The end of a cigar should be cut off, not bitten, as biting loosens the wrapper and otherwise spoils the drawing qualities of a cigar.

2. *The Best Way to Light a Cigar:*

Light it slowly and pull on it gently until you are sure it is lit evenly all around.

3. *The Best Way to Smoke a Cigar:*

To obtain the full, rich, nutty flavor, draw the smoke slowly into the mouth while taking in breath through the nostrils, then allow the breath to carry off the smoke leisurely. In this way the full flavor and aroma are obtained, and the strength of both may be regulated by the volume of air allowed to blend with the smoke.

4. *The Best Time to Test a Cigar:*

It is impossible to judge a cigar when you are suffering from a cold, especially if it be in the head, or when the stomach is out of order, or when one is in a bilious condition. The very best time to judge a cigar is after a moderate meal, preferably after dinner, when one may smoke without interruption. Then the cigar may be smoked slowly and with a full appreciation of its qualities.

Faulty Ads Won't Pull.—

Faulty wording, says the *Publishers' Guide*, renders valueless more than \$20,000,000 worth of advertising every year, according to Oscar Hale, who spoke at the Business Science Club, in Philadelphia, recently. This loss will be an annual one until merchants who write their own advertisements either turn over the task to trained men or else learn the proper use of the English language, he said.

"And the worst of all is, the merchant who throws his money away by this faulty advertising develops into the advertising man's worst enemy," he declared. "He spends his money lavishly and gets no results; then he knocks advertising and says it doesn't pay. I wouldn't be surprised to find some day an association of advertising men whose aim it will be either to assist these stubborn ones or else to influence advertising mediums not to take their copy."

"Temptation Tables."—

The Kimbrough Hardware Company, Muncie, Ind., calls them "Temptation" tables and, according to *Hardware Age*, the term is a good one. The firm uses eight tables with tops three feet square to display new merchandise in a way that will tempt customers. Making the tables uniform in size permits of various arrangements. At times several are placed together forming a long table; sometimes four are arranged in a square, or they are placed separately according to the merchandise that is to be displayed.

PRACTICAL PHARMACY

Formaldehyzed Capsules.—

A process for rendering soft gelatin capsules insoluble in slightly acid solutions but soluble in slightly alkaline solutions, thus producing enteric capsules, was described at a recent meeting of the Detroit Branch of the A. Ph. A., by Wilbur L. Scoville. In essence, Professor Scoville spoke as follows:

When gelatin capsules are treated with formaldehyde solution a change in the gelatin is started which continues after the capsules are removed and dried. This change results in the gelatin becoming insoluble in aqueous fluids.

If not carried too far, the capsules are rendered enteric, i.e., they will not dissolve in slightly acid solutions at a temperature of 37.5° C.; but will dissolve in slightly alkaline solution at the same temperature.

Hard capsules are not easily treated because the liquid penetrates the capsule between the folds and wets the contents, and the gelatin is softened by the solution and loses its shape, drying with wrinkles, or otherwise out of shape. Hence it is not very practical to treat hard capsules and have them presentable.

Soft capsules are easily treated, and, within certain limits, are very satisfactory.

The filled capsules are immersed in a one-per-cent solution of formaldehyde (10 Cc. of formaldehyde solution, U. S. P., added to 360 Cc. of water) for 30 seconds, then quickly drained and dried. When first treated, and for a week or so afterward, such capsules show no appreciable change, but after two to four weeks they will be found to be insoluble in the warm acid solution (0.3 per cent of hydrochloric acid) but will dissolve in a warm alkaline solution (0.5 per cent of sodium carbonate) within one or two hours.

They retain this property for one to two years, after which they become insoluble in the alkaline solution and are unfit for administration.

The treatment of the capsules is thus very easy and is reliable, but its value for the pharmacist is limited by the fact that the treated capsules cannot be used for enteric purposes for two weeks after treatment, and should not be employed after about a year. Within these limits it has proved the most practical and reliable method of enteric treatment that the retail pharmacist can prepare.

Tinctures from Fluidextracts.—

At a recent meeting of the Baltimore Branch of the American Pharmaceutical Association Dr. Herman Englehardt presented a paper in which he reviewed the work of the Scientific Section of the parent association. The part which caused most discussion was the consideration of Professor Scoville's paper on "Tinctures."

Professor Scoville had carried out experiments covering a period of four years in order to find out whether or not tinctures made from fluidextracts were just as effective and stable as those prepared by the U. S. P. processes. His conclusion was: "On the whole, tinctures made from fluidextracts compare very favorably with those made direct from the drugs. In the

case of the standardized tinctures, the strength is necessarily the same and the stability is fully as good, if not better." The inference as to non-standardized tinctures of course being that as those which could be subjected to chemical and physiological tests were all right the others must be.

In the discussion it was brought out that one pharmacy of an exceedingly high reputation possibly owed considerable of its success to the uniformity and reliability of its tinctures, which were made from assayed fluidextracts wherever possible. This method was contrasted with the practices of some pharmacists who dispense unassayed tinctures made from assayed, and even unassayed, drugs which might or might not represent the proper strengths.

The absurdity of the Pharmacopœia directing that tincture of nux vomica be made from a powdered extract when it already recognized an assayed fluidextract was pointed out.

In the discussion, however, it was emphasized that infusions and decoctions must never be made from fluidextracts, as the menstrua used in preparing them were entirely different.

Extemporaneous Preparation of Camphor Liniment.—

"I have prepared camphor liniment in less than ten minutes by the following method," writes Robert W. Terry, in a recent issue of the *Journal of the A. Ph. A.* "Place the camphor in a mortar and add sufficient chloroform or ether to reduce the camphor to an extremely fine powder, being sure no small lumps remain. Allow this to stand a minute with an occasional stir to facilitate the spontaneous evaporation of the solvent; then add a small quantity of the oil and triturate until a thoroughly homogeneous mass results; add another small portion of oil and mix again; transfer this to the bottle and rinse the mortar with the remainder of the oil; shake, and after standing three or four minutes the camphor will be in solution—provided the camphor was powdered properly.

"Alcohol must not be used in powdering the camphor, as this evaporates slowly compared to the ether or chloroform, and, being almost insoluble in cottonseed oil, it produces an undesirable cloudiness in the finished product.

"Always weigh the oil unless its exact specific gravity is known. This will insure the finished product being the required strength.

"The trace of chloroform or ether remaining will be of no importance, and I can see no objection to this feature.

"Another advantage of this process is that no camphor is volatilized resulting from the heating on a water-bath—a factor which might account for a weak preparation.

"This method is not so good as the official one when camphor liniment is intended to be used for a subcutaneous injection, wherein the heating would tend to sterilize the oil, a desirable feature. So little camphor liniment is used for this purpose, especially since ampoules of this preparation are on the market, that it would not be practical to prepare it by the official process just for this reason."

A True Benzoin, Glycerin, and Rose-water.—

Many pharmacists extemporaneously prepare this well-known and widely-used skin lotion by adding a few drops of tincture of benzoin to a mixture of glycerin and rose-water. The result, according to a paper presented by George M. Levan at the 1915 meeting of the Pennsylvania Pharmaceutical Association, is an unsightly mixture due to the separation of the benzoin.

Tincture of soapbark, tragacanth, mucilage of quince-seed, and other emulsifying agents are used and yield good-looking products, but such products cannot truly be labeled "Benzoin, Glycerin, and Rose-water," as they contain other ingredients.

A method used for some time was to take U. S. P. tincture of benzoin, glycerin, rose-water, and enough alcohol to take up the benzoin that had separated. This yields a nice-looking product, but as quite a little alcohol is required, it was not very satisfactory. On standing for some time the preparation developed a pink color, which is also an objection.

A mode of preparation now used, and one that yields a product which can truly be called benzoin, glycerin, and rose-water, is to heat the glycerin and rose-water to boiling point, add tincture of benzoin, and then mix thoroughly and strain. The product from this method of preparation has good keeping qualities, as portions of it have stood for six months and more, without separation or change in color.

The following proportions are used:

Tincture of benzoin, U. S. P.	6 fluidrachms.
Rose-water	40 fluidounces.
Glycerin	24 fluidounces.

The alcohol from the tincture of benzoin is practically all driven off by the heat, and therefore nothing enters into the preparation but what appears on label—"Benzoin, Glycerin, and Rose-water."

Care in Order of Mixing Required.—

A pharmacist in Tennessee, says the *N. A. R. D. Journal*, is having trouble with a prescription containing tincture of ferric chloride and solution of potassium arsenite, and states that upon mixing it one way he obtains a clear solution, and in another a cloudy mixture with a precipitate, and asks why this is. Here is the prescription:

Quinina	2 drachms.
Tinctura ferri chloridi	2 fluidrachms.
Liquoris potassii arsenitis	2 fluidrachms.
Glycerini	1 fluidounce.
Aquæ, q. s. ad.	4 fluidounces.

Misce; signa: A teaspoonful every three hours.

Ferric salts are precipitated by alkaline carbonates and arsenites, hence if the tincture of ferric chloride and the solution of potassium arsenite are first mixed, a cloudiness will result which finally turns into a precipitate. If the quinine alkaloid be first dissolved in the tincture of ferric chloride with the aid of some of the water, and the solution of potassium arsenite be then added, a precipitate is also likely to form, from the alkaline action of the latter upon the quinine.

To prepare a clear mixture, proceed as follows: Dissolve the quinine in the tincture of ferric chloride with the aid of the water, then add the glycerin (which protects both the iron salt and the alkaloid), and finally add the solution of potassium arsenite.

CAPSULES OF SCIENCE

Prepared by WILBUR L. SCOVILLE.

Ionized Ideas.

"German silver" is no longer recognized in England. It is now called "nickel silver."

A 3.5-per-cent solution of boric acid removes rust from iron better than other fluids, and does not appreciably attack the metal itself.

Glycerin retards alcoholic fermentation when present to the extent of 21 per cent, and entirely prevents it when 42.3 per cent is present. Ten per cent of glycerin does not retard fermentation.

An Italian pharmacist recommends that a little milk of magnesia be added to potassium iodide solution to prevent discoloration. Any excess of magnesia settles, and the clear liquid can be decanted.

A mixture of 60 per cent of alcohol with 40 per cent of ether, and a trace of ammonia to prevent corrosion, is being tried as a motor fuel. It promises well.

Certain Russian mineral springs have been declared to be "medicinally worthless" because they are devoid of radioactivity. This is the latest word on the value of mineral spring waters.

Sodium tetraivanillinferate is prepared by mixing alcoholic solutions of ferric acetate, vanillin, and sodium hydroxide. It is a true compound of iron-vanillin-sodium and precipitates as a black powder. Similar compounds with eugenol can be made.

Hydrogen peroxide entirely disappears from milk in 18 hours, though its preservative effects are evident for 48 or more hours.

Magnesium sulphate inhibits peristalsis, while sodium sulphate promotes it. It is thought that when magnesium sulphate is administered some sodium sulphate is formed by interaction in the body, and the peristalsis is caused by this.

Urinod, the odorous body in urine, is found to be fatal in doses 1/500 to 1/800 of the body weight. It produces symptoms resembling those of uremia.

Cats have been kept unconscious for days by administration of luminal and afterward recover completely.

Stramonium is found to be the most successful means of combating the poisonous action of bromine fumes.

W. C. Taber says that to produce a tamarind syrup which displays a desirable degree of flavor and acidity, two pounds of tamarind per gallon are necessary.

A. Johnsen says that one molecule of water in magnesium sulphate crystals is held more loosely than the others, and that the other six molecules are probably polymerized.

Sunlight will decompose glycerin, forming aldehydes and other odorous substances. The decomposition is more rapid when the glycerin is diluted with water.

Water in combination, such as water of crystallization, is found to be more active chemically than free water, and promotes reactions to a greater degree. It is thought that water of hydration is more strongly hydrolyzed.

Aluminum cables which are steel reënforced have proved of practical value in resisting rust and in wearing qualities, and are coming into use.

Iron pipe buried in dry soil will last for 100 to 300 years, but in salt marshes or other wet and saline soils it may rust out within seven or eight years.

Ether does not boil out of an oil solution when heated as rapidly as it separates from aqueous mixtures under corresponding heat. The oil seems to hold the ether in spite of the heat.

Wild indigo (*Baptisia*) has an antiseptic action which has just been found to be due to its containing a new type of phenol, which has been named baptisol.

California and Oregon produced 570 troy ounces of platinum in 1914, and Nevada 110 ounces. Besides this 2906 ounces was obtained from refiners of gold and copper bullion and matte, and 40,820 ounces from old jewelry, dental sweepings, etc., in the United States.

X-ray Excerpts.—

Hexamethyleneamine when mixed with lithium carbonate or benzoate, or with soluble benzoates or salicylates, slowly liquefies. It decomposes aspirin and antipyrin, and is itself decomposed by alkalis.

Rancidity in fats may be induced by microorganisms, by air, light, and small amounts of water. The odor is due to extremely small amounts of aldehydes and ketones, and may be removed by treatment with solution of potassium permanganate. Excessive amounts of free acid are best removed by shaking with sodium silicate solution.

The Osage orange has been the subject of investigation for the purpose of finding some use. Southern varieties are found to be rich in a red dye, and it is proposed to use it for this purpose. It can compete with fustic in price, as well as providing a market for a hitherto valueless plant.

A mixture of three parts of borax and one part of boric acid liquefies on heating on a steam bath, and the mixture remains fluid after cooling if not shaken. It is probably a colloidal solution of boric acid in the borax, and is employed as a flux in soldering, having some advantages over powdered borax for that purpose.

Canada now allows of the use of caramel, cochineal, saffron, chlorophyll, and non-poisonous dyes in food-stuffs without a declaration on the label, provided the dyes are not used in larger proportions than two grains per pound. Copper is allowed in peas to a limit of 80 parts per million.

Arsenic in fabrics, wall-paper, etc., is changed by molds into diethylcadodol oxide, which is volatile and may be absorbed through the lungs, producing poisonous effects. The volatile compound was formerly thought to be arsine, but the results are essentially the same.

The active principle of the thyroid gland is believed to be di-iodo-dihydroxyindole, which has been separated from the gland and tried physiologically. The next step will be to prepare it synthetically and test its value in comparison with the natural product.

Collodion films, made by evaporating collodion on glass and peeling off the film, are being used for the filtration of diphtheria and tetanus toxins. They act rapidly but hold back all of the germs and antigens, while allowing the toxins and soluble salts to pass through.

Quinine salts destroy the striated muscle of frogs and form a compound with them. Quinine hastens the production of fatigue in the muscles, and decreases the amount of work performed.

Hard water is not considered particularly healthful for drinking, but it is found to promote soundness of teeth, especially when the water contains some magnesium as well as calcium salts.

Animal charcoal absorbs toxins completely and renders the liquid non-toxic. A solution of diphtheria toxin shaken with the charcoal failed to produce any effect in a guinea-pig in 100 times the fatal dose of the untreated toxin.

An antiseptic and deodorant solution which is prepared in Italy, and combines the iodine and peroxide actions, is made by dissolving 3 Gm. of sodium iodide in 100 mls of hydrogen peroxide and 100 mls of water. It must be used fresh.

Sodium carbonate shows an alkaline reaction to litmus paper in solutions as weak as the 512th normal, potassium cyanide to the 256th normal, sodium benzoate to the quarter-normal, and Rochelle salt to the seminormal strength. The reactions of some salts, as the benzoates, tartrates, nitrites, etc., thus may depend upon the strength of the solution tested.

What About This?—

The fresh pancreas of hogs, sheep, and cattle is distinctly acid in reaction, although pancreatin is active only in alkaline media. The organ was found to be acid in reaction in all cases, even when tested in the freshly killed animal and before removal from the body. The acidity is probably due to acid phosphates.

The Female of the Species.—

A Swedish chemist finds that female spiders secrete a poison which is formed in the ovaries and is most active during egg-production, and which he calls *epeiratoxin*. It is a true toxin, and forms an antitoxin in the blood which can be used as a remedy for poisoning by the toxin. It acts by hemolyzing the blood.

Lactone Bread.—

The addition of lactic acid, or, better, lactic acid ferments, to dough is stated to produce bread of improved texture and flavor, and also more digestible. The lactic acid checks the growth of undesirable organisms, renders the phosphates more soluble, and partially digests the proteids in the flour, forming soluble peptones, amino-acids, etc.

Safety First.—

Experiments at Princeton University indicate that the birth of monstrosities is due to a poisoning of the embryo or germ-cell by abnormal secretions. Acetone and butyric acid are found to act in this manner upon certain fertilized eggs. It is thought that it will be possible to prevent such monstrosities when their cause is known.

Gauze on This.—

French pharmacists recommend a bismuth gauze to be used in place of iodoform gauze as more economical as well as inodorous and non-irritating. It is prepared by suspending 60 grammes of bismuth subnitrate in 60 grammes of glycerin and 1000 mls of sterile water, at a

temperature of about 40° C. The gauze is immersed in this, wrung out, dried, and then sterilized.

Water Pity!—

J. C. Umney states that volatile oils consisting largely of ethers and alcohols may dissolve as much as half a per cent of water, and this amount of water is detrimental to their keeping qualities and interferes with blending. Terpene oils, like lemon, juniper, eucalyptus, etc., are not capable of dissolving water to an appreciable extent. With some of the more expensive oils the dissolved water may be an important factor in their cost as well as in their keeping properties.

A Swell Affair.—

Gelatin swells rapidly in cold water during the first hour, and very slowly after about that time. Swelling continues very slowly for more than three weeks, but the greater part occurs within the first hour. The gelatin particles increase in size and their cohesion decreases. When heated the gelatin dissolves, and at temperatures above 65° C. it seems to undergo a change, the solution decreasing in viscosity. Below 65° C. this change does not occur. When the change is once made by heat, the solution does not again recover its original viscosity on cooling.

About Arsenic.—

Arsenic is taken up by the hair of the living person but not in a dead person, hence the presence or absence of arsenic in the hair may determine whether the person died of acute or chronic arsenic poisoning. The arsenic content in hair varies from 1 in 5 to 1 in 100,000, and the deposit in hair occurs after that in the liver and other organs. In cases of acute poisoning the organs will contain arsenic, but not the hair. In slow, chronic poisoning the arsenic will be found in the hair, and its detection may determine the question of arsenical poisoning in a living person. But arsenic in minute amounts may be found in the hair of perfectly healthy men.

Polarized Paragraphs.—

Lime when slacked with water a little more than doubles its volume, but when dissolved in water it reduces the volume of the water, one gramme in one liter reducing the water by 0.7 mil.

To harden and toughen filter paper, dip it into concentrated nitric acid, remove quickly, wash in running water, and then rinse in weak ammonia, and finally wash in pure water and dry without heat. A second treatment increases the toughness.

Coal may be ground so fine that when suspended in oil or even in water it can be used as a fuel in internal combustion engines. It is necessary not only to grind the coal very fine, but also to suspend it evenly by aid of some colloid, as gelatin, soap, albumen, or casein.

Thousands of cubic feet of argon are being made in the U. S. for use in incandescent electric lamps, by which the power and efficiency of the lamp is increased. Most of it is made by passing nitrogen from the air through cyanamide furnaces until only argon remains.

Cantharidin hydrolyzes to cantharidic acid, which is dibasic, but whose salts are decomposed by water. The most stable combination thus far made from it is brucine cantharidate.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Blackening Tan Shoes.

O. D. asks: "Will you publish directions for making a dye that will blacken tan shoes?"

Before attempting to stain tan shoes, the shoes should be cleaned thoroughly with soap and water and then dried, so as to remove all dirt as well as any fatty matter remaining from polishes.

Either of the following may then be applied:

- (1) Extract of logwood.....2 avoirdupois ounces.
Tincture of ferric chloride.....4 fluidounces.
Tannin4 drachms.
Alcohol, to make.....16 fluidounces.

Shake all together till nearly dissolved. In using apply with a sponge or camel's-hair brush, let dry for twelve hours, then rub with a soft rag and apply the stain again. Polish afterwards in the usual manner with ordinary shoe blacking.

- (2) Extract of logwood.....2 avoirdupois ounces.
Ferrous sulphate.....1 drachm.
Potassium bichromate.....30 grains.
Water16 fluidounces.

Mix and dissolve by agitation or the application of heat.

A combination black dye and polish for leather can be made as follows:

- Rectified spirit.....1 gallon.
Blue-black aniline.....20.8 drachms.
Bismarck-brown aniline.....31.2 drachms.

Agitate occasionally in the course of twelve hours if there is any deposit. This makes what is known as the "mother-liquid dye." To complete the "blackening" take of

- Rectified spirit.....1 gallon.
Mother-liquid dye.....¼ gallon.

Mix and add the following:

- Camphor11 ounces.
Venice turpentine.....16 ounces.
Shellac36 ounces.

When solution is effected add the following:

- Benzine¼ gallon.
Castor oil.....3 1/5 ounces.
Boiled linseed oil.....1 3/5 ounces.

Shake well to obtain a perfect mixture.

If the product is too thick add spirit to secure the proper fluidity.

Waterproofing Oilskins.

O. D. writes: "Please print directions for making paints or oil-dressings used in the manufacture of oilskins."

The following are recommended in the literature:

1. Dissolve 1 ounce of yellow soap in 1½ pints of boiling water. Then stir in 1 quart of boiled linseed oil. When cold, add ¼ pint of gold size.

2. Take fine twilled calico. Soak it in bullock's blood and dry. Then give it two or three coats of boiled oil, mixed with a little litharge, or with an ounce of gold size to every pint of the oil.

3. Thin ordinary paint with a strong solution of soap.

4. Dissolve rosin in hot boiled oil until it begins to thicken.

5. Mix chalk or pipe-clay in the finest powder, and in the purest state obtainable, to a thin paste with boiled oil.

6. Melt together 1 pint of boiled oil with 2 ounces each of beeswax and rosin.

7. Dissolve soft soap in hot water and solution of protosulphate of iron till no further precipitate is produced. Filter off, wash, and dry, and then form the mass into a thin paste with boiled oil.

All these compositions are painted on the cloth with an ordinary painter's brush. The fabric should be slightly stretched, both to avoid folds and to facilitate the penetration of the waterproofing mixture. To aid the penetration still further, the mixture should be applied hot. It is of the greatest importance that the fabric should not be damp when the composition is applied. It is best to have it warm as well as the composition.

If more than one coat is applied (three is the usual number), it is essential that the last coat be perfectly dry before the next is applied. Neglect of this precaution is the chief cause of stickiness, which frequently results in serious damage to the oilskins; they should be hung up when not in use, and allowed plenty of room.

It is inadvisable to use artificial heat in drying at any stage in the manufacture. The inflammability of oilskins may be lessened materially by the use of one of the ordinary fireproofing salts, such as tungstate of soda or alum, before the waterproofing process is carried out.

Soldering Fluid.

H. E. R. asks: "What acid or combination is used to solder cast-iron, steel, etc.?"

According to "Henley's Book of Recipes, Formulas, and Processes," a satisfactory soldering fluid may be made by the use of ordinary soldering acid, to which has been added chloride of tin and sal ammoniac.

To make one gallon of this soldering fluid take 3 quarts of commercial muriatic and allow it to dissolve as much zinc as it will take up. This method is the one employed in the manufacture of ordinary soldering acid. The acid must be placed in an earthenware or glass vessel. The zinc may be sheet clippings or common plate spelter broken into small pieces.

Place the acid in the vessel, adding the zinc in small portions, so as to prevent boiling over. When all the zinc has been added and the action has stopped, it indicates that enough has been taken up. A little zinc must be left in the bottom, as otherwise the acid will be in excess:

After this has been done there will remain some residue in the form of a black precipitate. This is the lead which all zinc contains, and which is not dissolved by the muriatic acid. This lead may be removed by filtration through cotton or by decantation.

Next, dissolve 6 ounces of sal ammoniac in a pint of warm water. In another pint dissolve 4 ounces of tin chloride. Now mix the three solutions together. The resulting solution will be slightly cloudy when the three have been mixed, but the addition of a few drops of muriatic acid will render it perfectly clear. Add only enough acid to produce a clear mixture. An excess of acid is injurious.

Mentholated Shaving Lotion and Witch-hazel Hair Tonic.

H. G. C. asks: "Will you publish formulas for an after-shaving lotion containing menthol, and for a hair tonic (containing witch-hazel) that will prevent scalp-itching?"

Each of the following has been recommended as a satisfactory preparation for after-shaving use:

I.

Glycerin	1 ounce.
Menthol90 grains.
Alcohol12 ounces.
Triple extract heliotrope.....	.6 fluidrachms.
Water, q. s.....	.2 pints.

Color to suit, using, possibly, turmeric, and filter until clear.

II.

Benzoic acid.....	.60 grains.
Borax60 grains.
Acid boric.....	.120 grains.
Menthol30 grains.
Thymol15 grains.
Eucalyptol5 drops.
Oil cajuput3 drops.
Oil lavender, Flor. best.....	.20 drops.
Alcohol4 ounces.
Water, q. s.....	.16 ounces.

Dissolve acids and borax in 12 ounces of water, using slight heat as required. Dissolve oils, menthol, and thymol in the alcohol. Then mix the two solutions, add 1½ ounces of talcum, let stand 48 hours, shake occasionally, and filter.

A single application of the following is said to stop scalp-itching within an hour:

Quinine sulphate.....	.2 drachms.
Resorcin20 grains.
Menthol20 grains.
Tincture of capsicum.....	.6 fluidrachms.
Tincture of cantharides.....	.6 fluidrachms.
Spirit of aromatic ammonia....	.4 fluidrachms.
Glycerin4 fluidrachms.
Alcohol6 fluidounces.
Witch-hazel, enough to make.....	.1 pint.

Perfume to suit. No artificial coloring is required.

The directions are: Apply to scalp with finger-tips, massage lightly every night for a week, then once a week for an invigorating tonic.

Earache Remedies.

W. P. W. & Co. ask: "Will you tell us of an earache remedy that is as effective as a combination of sweet oil and laudanum, but which does not come within the scope of the Harrison law?"

It is hardly within our province to discuss questions

of therapeutics. We might say, however, that the pain-relieving virtues of laudanum are due to the absorption of the opium by the inner ear, and to offer a substitute for the laudanum requires a substance that will act in a similar manner. A combination of sweet oil with fluidextract of conium, hyoscyamus, or belladonna would perhaps be valuable in relieving the pain of earache. Certain persons, however, are particularly susceptible to the actions of hyoscyamus and belladonna.

A mixture of 1 drachm of campho-chloral (formed by rubbing to a liquid equal parts of camphor and chloral), ½ fluidounce of sweet almond oil, and 6 fluidounces of glycerin, when dropped in the ear twice a day and kept in place by putting a little cotton-wool in the ear, is also said to give relief in cases of earache. Only a few drops are required.

Strontium Bromide and Potassium Citrate Incompatible.

The R. B. Drug Co. writes: "Here is a prescription received a short time ago:

Tincture of belladonna.....	40 minims.
Strontium bromide.....	.2 drachms.
Solution of potassium citrate,	
to make.....	.3 fluidounces.

Make a solution. Directions: Teaspoonful in water after meals.

"We find that when the strontium bromide is dissolved in the solution of potassium citrate a heavy, white liquid is formed. The doctor who wrote the prescription seems to think that the fault lies in the ingredients rather than in the combination."

When strontium bromide is added to a solution of potassium citrate a heavy, white precipitate of strontium citrate is thrown down after a few minutes standing. The combination is an incompatible one, and the doctor should be so informed.

Trouble with Basham's Mixture.

H. G. C. writes: "How can 'settling' in Basham's Mixture be prevented, and what is the cause of it?"

If made strictly according to the formula of the U. S. P., Basham's Mixture will deposit upon standing, but this can be prevented by doubling the quantity of glycerin directed; when so made the solution has been found to remain perfectly clear for a year.

A precipitate or cloudiness occurring at the time of manufacture, or shortly thereafter, is due to the formation of basic ferric acetate. To prevent this, it is imperative that the solution of ammonium acetate contains a slight excess of acid, which can be determined by testing with litmus.

A Question of Price.

The C. Pharmacy writes: "Please tell us the proper price to charge for the following prescription:

Ointment of mercuric nitrate.....	.2 drachms.
Petrolatum4 drachms.

Mix. Directions: Apply well night and morning.

"When we filled this prescription the customer

thought we overcharged him, so he asked for a copy. He afterwards informed us that a competitor filled the prescription for ten cents. Our charge was 40 cents."

According to the Evans rule for pricing, which is the system advocated by the BULLETIN, the proper charge may be arrived at by doubling the cost of the ingredients and container and adding a dollar an hour for time consumed in compounding. An investigation of prescription prices in Detroit, conducted a short time ago, showed the average minimum price for 4- to 8-drachm ointments to be 40 cents.

Licorice Emulsion of Cod-liver Oil.

R. H. N. writes: "Please publish a formula for an emulsion of cod-liver oil with licorice, similar to proprietary preparations of that nature."

The following is a popular combination:

Cod-liver oil.....	2 fluidounces.
Powdered extract of licorice.....	1/2 drachm.
Confection of almond.....	12 grains.
Spirit of lavender compound.....	1 fluidrachm.
Spirit of peppermint.....	35 minims.
Syrup of tolu.....	7 fluidrachms.

Triturate together the extract of licorice and confection of almond, mix well with the syrup of tolu, and add to this slowly the cod-liver oil with constant trituration. When all is emulsified add the spirits in portions.

This forms a dense, black, permanent emulsion in which the taste of the cod-liver oil is masked quite effectually.

Confection of almond is made by mixing 6 grammes of blanched almonds, 1 gramme of powdered acacia, and 3 grammes of sugar.

Ointment for Burns.

W. P. W. & Co. write: "Will you publish a formula for an ointment containing alum, phenol, ichthyol, zinc oxide, etc., that can be used in cases of burns?"

The following is a frequently-used combination:

Burnt alum.....	2 parts.
Phenol	1 part.
Zinc oxide.....	4 parts.
Ichthyol	1 part.
Benzoinated lard.....	40 parts.
Yellow petrolatum, q. s. ad.....	200 parts.

An additional antiseptic and healing value may be imparted to the ointment by adding 2 parts of oil of pinus pumilio, and one part each of sassafras, eucalyptus, and sweet birch oils, to the mixture.

Elixir Catnep and Fennel.

C. E. S. asks: "Will you publish a formula for elixir of catnep and fennel?"

Here is one:

Fluidextract of catnep.....	1 fluidounce, 160 minims.
Fluidextract of fennel.....	1 fluidounce, 32 minims.
Oil of coriander.....	4 minims.
Oil of anise.....	2 minims.
Alcohol.....	1 fluidounce, 120 minims.
Syrup, enough to make.....	16 fluidounces.
Caramel, enough to color.	

Each fluidounce contains fluidextract of catnep, 40 minims, and fluidextract of fennel, 32 minims.

A Clear Mixture Impossible.

O. D. asks: "Why cannot I get a nice, clear-looking mixture from the following?"

Ammonium carbonate.....	9 grammes.
Ammonium chloride.....	5 grammes.
Syrup of tolu,	
Syrup of acacia, of each to make.....	100 mls.

Syrup of acacia contains some calcium arabinat, which, when it comes in contact with ammonium carbonate, causes a precipitation of calcium carbonate. Straining the mixture would remove not only the precipitate but also some of the activity of the preparation. If feasible, the doctor should be asked to alter the prescription.

The Harrison Law Explained.

T. B. S.—Yes, our brochure entitled "Observing the Harrison Law" includes a full reprint of the law itself. It also takes up all the regulations and rulings that have emanated from Washington, and it discusses court decisions that have been handed down in important cases. Every phase and aspect of the law and its enforcement is presented, and the booklet will be especially valuable to every retail druggist who desires to keep out of trouble. It has been prepared especially for the benefit of our readers, and the price is 25 cents post-paid.

Saw Palmetto Compound and the Harrison Law.

R. H. N. asks: "Why does elixir of saw palmetto compound come under the Harrison law?"

It doesn't. Elixir of saw palmetto compound, as we are familiar with it, is a mixture of sabal, sandalwood, and corn-silk. Such a mixture contains none of the proscribed narcotics, and we can see no reason for it being affected in any way by the Harrison law.

SOME QDD TWISTS OF ENGLISH.—Wanted—A furnished room by an old lady with electric lights.

Wanted—A room by a young gentleman with double doors.

Wanted—A man to take care of horses who can speak German.

Wanted—Saleslady in corsets and underflannels.

Wanted—Lady to sew buttons on the second story of the First National Bank Building.

Wanted—A dog by a little boy with pointed ears.

Wanted—A nice young man to run a pool-room out of town.

Wanted—Experienced nurse for bottled baby.

Wanted—A room for two young gentlemen about 30 feet long and 20 feet wide.

Wanted—A cow by an old lady with a crumpled horn.

For Sale—A cottage by an old gentleman with a bay window.

For Sale—A baby carriage; reason for selling going out of business.

For Sale—A nice mattress by an old lady full of feathers.—*San Francisco Pacific Druggist.*

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THE MONTH'S HISTORY

"PATENT" MEDICINES.

During the last few years there has been a pronounced disposition on the part of the American Medical Association to wage war on the patent-medicine industry. One of its preliminary moves has been to ascertain the magnitude of the business. A certain medical journal is authority for the statement that in 1906 \$165,000,000 represented the amount spent in the United States for this class of preparations, and that in 1914 this stupendous figure had been increased to \$181,000,000.

"It has been estimated by good authority," the journal above mentioned continues, "that there are to-day on the market and being sold over the counter 27,000 different proprietary nostrums, and 3684 criminal prosecutions have been reported. Out of these prosecutions 2038 frauds have been exposed, their secrecy torn away and their devilry shown up." The article

from which these sentences are extracted concludes with the statement that in order to get at the evils in the patent medicine business, as well as a number of others, it will be necessary to inaugurate "a campaign by which a medical man can be landed in the President's cabinet at Washington under the title of the *Secretary of Public Health*."

The fact of the matter is that the bill which would create the office of "Secretary of Public Health" was introduced by Senator Owen of Oklahoma eight years ago and has come up at every session of Congress since. Senator Owen reintroduced the bill in the present session of our national lawmaking body in January. There is a great deal of steady work being put back of the proposed measure, and it would not be at all surprising if at some future time such an office were created.

* * *

THE NEW YORK ORDINANCE AN OUTCOME.

A great many druggists have felt that there was a connection between the propaganda of the medical association and the Goldwater ordinance in New York City, it having been pointed out from time to time that Dr. Goldwater is a member of the A. M. A. There are those, too, who have claimed to be able to trace a similar connection down in Louisiana, where the Goldwater ordinance was made to embrace the entire State—a measure which was never enforced, however, and which has been recently rescinded.

The chances are that neither Dr. Goldwater nor Dr. Haven S. Emerson, who succeeded him as Health Commissioner of Greater New York, would deny the charge, in so far as the local ordinance is concerned. In fact, according to the *Pharmaceutical Era*, material supplied by the A. M. A. has been extensively used in the Health Department's crusade, the statement being made pointblank that the Department "is coöperating with the American Medical Association in a campaign to educate the public away from patent medicines."

Thus we have the issue squarely joined. On the one hand we have the manufacturers of

patent medicines represented in an organization known as the Proprietary Association of America, and on the other hand we have the American Medical Association.

Both stand out pretty well in the open now and a determined fight is on. The Proprietary Association is itself drawing the lines pretty closely, and has established a set of requirements to which patent medicines should be made to conform, but it is not willing to go so far as the A. M. A. would like.

* * *

**THE CONFERENCE
AND THE
HARRISON LAW.**

When the National Drug Trade Conference met in January it was decided to send a strong committee before the Commissioner of Internal Revenue to protest against Treasury Decision No. 2213 and the first paragraph of Treasury Decision No. 2244, and a committee composed of Charles M. Woodruff, Dr. J. H. Beal and Samuel C. Henry was named. These arguments were duly made, Charles M. Woodruff, secretary of the Conference, appearing in behalf of the drug trade in remonstrance to the onerous provisions of T. D. 2244, and Dr. Beal championing the cause of the druggist in an attempt to bring about a modification of the ruling giving proprietary remedies and prescriptions a disproportionate standing. Very able briefs were filed in each instance. Treasury Decision No. 2213 relates to the classing of prescriptions containing any of the proscribed narcotics in any amount as Harrison law prescriptions, provided the physical action of compounding is involved. Such prescriptions, it will be recalled, cannot be filled without complying with all the restrictions imposed by the law and, consequently, cannot be refilled. Preparations already compounded are exempt from such classification; that is, prescriptions calling for U. S. P., N. F., private formula or proprietary preparations may be filled without regard to the Harrison law, provided they do not contain more than 2 grains of opium, $\frac{1}{4}$ grain of morphine, $\frac{1}{8}$ grain of heroin, or 1 grain of codeine to the ounce. The physical act of compounding makes the entire difference.

* * *

**MADE EFFECTIVE
MAY 1, 1916.**

Treasury Decision No. 2244 relates to the ordering of goods. This ruling was issued in October, 1915, and imposed the necessity of indicating on the order form the quan-

tity of narcotic drug to the ounce, or, if the narcotic was contained in a tablet or pill, it was necessary to state the total number of tablets or pills, and the amount of the narcotic in each tablet or pill was to be made known in terms of grains. In deference to protests, however, this ruling was held in abeyance; was never made effective; and it was for the purpose of obtaining a modification of its provisions that Secretary Woodruff appeared before the commissioner at Washington.

The authorities have made known their final decision in the matter of T. D. No. 2244; the issues raised in connection with T. D. No. 2213 are still under consideration.

Beginning May 1, 1916, in ordering goods it will be necessary to observe the rules outlined above with this slight modification: if the narcotic involved is contained in a liquid or solid preparation which is an N. F. or U. S. P. preparation, then all that is necessary to do is to designate its official character by affixing the letters "N. F." or "U. S. P.," as the case may be. The narcotic content need not be stated. But in case the preparation is not an N. F. or a U. S. P. preparation, then the full provisions of the ruling must be complied with. Here is an example of what must be done if the preparation is a liquid or solid: "Fluidextract of White Pine Compound for Syrup, morphine sulphate 1 grain per fluidounce, 5 pints."

* * *

**ORDERING PILLS
AND TABLETS.**

When pills or tablets are ordered it will be necessary after May 1 to state the total number ordered, and the quantity of narcotic contained in each pill or tablet must be stated in terms of grains or fractions of grains—like this, for example: "Pill Anodyne (morphine acetate, $\frac{1}{20}$ grain)."

Moreover, the official order form should be used only for narcotic drugs or preparations. It is not lawful to order physician's buggy cases or hypodermic cases, even though the cases are filled, on them. Separate sheets should be used; the narcotics on a government form, the case itself on an ordinary order blank. Official narcotic blanks are for narcotics alone, and should be used for no other purpose.

It is further stated in the ruling that even before May 1—beginning at once, in fact—manufacturers and dealers, after they have received an order calling for a "complex" remedy or preparation from a druggist,

should write in red ink on the order the quantity of the narcotic to the ounce, or in an ounce of tablets or pills. The manufacturer or dealer is then to notify the purchaser so that the latter may make a corresponding notation on the duplicate order retained by him.

This is somewhat "complex" in itself and will need further elucidation. It will be noticed that the word *should* is used in the ruling, not the word *must*. At any rate, it is a matter which must be taken up by the jobber or the manufacturer; but in the meantime, however, should a manufacturer or jobber supply a druggist with the data indicated the latter should, of course, enter it on the duplicate he has on file.

* * *

THE BIG MERGER A REALITY.

The last obstacle that stood in the way of the consolidation of the Riker & Hegeman interests with those of the United Drug Company is said to have been removed when on February 4 the majority of the stockholders in both companies formally gave their consent to the merger. Ratification meetings were held in the home offices of the companies, one in New York, the other in Boston.

A new company has been formed, which has been given the name of one of the old corporations—the United Drug Company. This company, organized under the laws of New York, is capitalized at \$20,000,000, and its charter enables it to conduct a business in drugs, chemicals, pharmaceuticals, confectionery, stationery, tobacco, animal products—in short, in almost every field of merchandising endeavor. The future of the corporation is well provided for in this respect; no coming trend of the drug business is likely to catch it unprepared.

A great deal of speculation is being indulged in as to what will happen when the new company gets thoroughly organized with all its forces in hand. In some quarters it is hinted that even now negotiations are under way having for their object the absorption of the Dow group of stores in Cincinnati and the Owl group on the Pacific Coast; but this, while not beyond the scope of future possibility, seems hardly reasonable just now. The merging interests have been altogether too busy removing obstacles which stood in the way of consolidation to have devoted much time to other considerations. Indeed, officers in both the old companies contend that the merger has been

brought about for the purpose of putting to an end the ruinous competition which existed between the Riker-Hegeman Company and the United Drug Company.

* * *

THE NATIONAL ASSOCIATION OF MANUFACTURERS.

The fifth annual meeting of the National Association of Manufacturers of Medicinal Products was held February 3 and 4 at the Waldorf-Astoria, New York. In a series of resolutions the association went on record as opposed to amendments to the Harrison law and to the Food and Drugs act at the present time, and opposed to legislation which seeks to compel manufacturers to reveal trade secrets. Congress is asked to pass a suitable law admitting preparations containing poisons in therapeutic doses to the mails, and is also asked to enact proper legislation which will prevent foreign manufacturers from "dumping" merchandise in this country, the Canadian or Australian plan being suggested. The association pledges itself to exert every possible effort to secure the elimination of "Schedule B" from the permanent revenue act now being considered by Congress, and commits itself, further, to a belief in the principles of price-maintenance—"legislation that will secure to any one having the exclusive right to manufacture or market any article the right to fix the resale price of such article."

Among the delegates from other organizations who addressed the convention were M. A. Stout, president of the N. A. R. D.; Carl J. Balliet, Rochester, N. Y., representing the Proprietary Association of America; Professor James H. Beal, representing the American Pharmaceutical Association; and F. L. Nason, representing the American Association of Pharmaceutical Chemists.

Charles L. Lynn, of Eli Lilly & Co., was elected president.

* * *

THE PARK CASE AGAIN.

As an aftermath of all the trouble which grew out of the price maintenance case between the Miles Medical Company and the John D. Park & Sons Company, Cincinnati, more than ten years ago, and which went to the Supreme Court, the Park Company has now instigated a damage suit. Certain members of the National Wholesale Druggists' Association, the Charles N. Crittenton Company, Schieffelin & Company, the Polk &

Calder Drug Company, and the individual members of the Buren, Rickey & Company, and of the firm R. W. Robinson & Co.—all these, as well as a number of others, are named as defendants.

The complaint asserts that the defendants combined, 'way back in May, 1904, to destroy the business of the Park Company, and to prevent competition in a general way, and that the conspiracy had been in existence ever since. It is alleged, furthermore, that the defendants, assisted by a number of national organizations, the N. A. R. D. and the associations of manufacturers and wholesale dealers in proprietary articles being specifically named, adopted various plans to make effective a boycott against the complaining company and other companies, resulting in a restraint of trade and the obtaining of higher prices.

The complaining company asserts that damages to the extent of \$500,000 have been sustained. Action is brought under the Sherman law, according to the terms of which triple indemnity may be demanded—threefold damages, amounting to \$1,500,000!

* * *

**WHISKY,
BRANDY, AND
THE U. S. P.**

The revision committee of the U. S. P. has voted not to reopen the Brandy and Whisky question, and it can now be definitely stated that neither of these products will appear in the new book. It is understood, also, that the committee in charge of the revision of the National Formulary has declined to go out of its way to mix in the mêlée, and those in favor of the recognition of brandy and whisky in the N. F. may expect no relief from that quarter. The matter may be regarded as settled.

Statements from both committees make it clear that the temperance issue was in no sense taken into consideration. Failure to agree on standards resulted in deletion from the U. S. P., and the N. F. committee, having troubles enough of its own, could see no reason why it should take on an added and altogether foreign responsibility.

* * *

**COMMISSIONS
FOR CANADIAN
PHARMACISTS.**

In the French, German, Austrian, Russian, Italian, and Japanese armies the pharmacist has the rank of a commissioned officer. Among the larger powers England and the United States alone have withheld that just recognition which in all fairness should have

been granted—and which now has been granted to military pharmacists in Canada, largely as a result of the efforts of the Canadian Pharmaceutical Association. "In connection with the hospital units at the front, dispensers of medicines are given the rank of lieutenant in the Canadian militia," is the way the *Canadian Pharmaceutical Journal* phrases the situation; and the editor goes on to express profound gratification that "the first results in the uplift of pharmacy in the British army have been achieved in Canada."

* * *

**ANNUAL
MEETING OF THE
A. D. S.**

At the annual meeting of the American Druggists' Syndicate, held in New York, Charles H. Goddard was elected permanent president, with full executive authority. Executive authority has heretofore been vested in the secretary, Mr. Goddard having been secretary of the company since he organized it about ten years ago. The other officers elected were: vice-presidents, Wm. C. Anderson, H. W. Merritt, E. W. Stucky, and G. H. Cherrington; secretary, A. L. Bailey; treasurer, G. W. Luft; directors, E. L. Weston, G. H. Cherrington, G. W. Hackenberger, W. G. Frailey, and A. L. Bailey. Resolutions were passed indorsing the Stevens bill and urging its passage. The syndicate now claims a membership of 24,500, and assets aggregating \$3,850,000.

* * *

**A NEW PRICE
MAINTENANCE
BILL.**

The Stevens bill, which was pending in the last Congress and on which so much work has been done by a number of national organizations, was reintroduced in the present Congress by Representative Ayres of Kansas. This bill is now before the Committee on Interstate and Foreign Commerce, and so far no arrangements have been made to get hearings on it.

There is, of course, strong opposition to this measure, and it may be possible that a little later in the session compromises will have to be made. Objection to the Stevens bill has been raised lately, it is said, by a number of public libraries. It is feared that should the bill pass the practice of purchasing books, or of disposing of them, at reduced prices might be interfered with.

Very recently a new price maintenance bill has been introduced by Representative Stephens of Nebraska, and this proposed measure is intended to be more liberal than the

Stevens-Ayres bill in that it takes into consideration varying conditions under which prices may be reduced. It seems to be the impression at Washington that the bill introduced by the gentleman from Nebraska stands much the better chance of being advanced to the calendar.

* * *

Here, at last, we have one standard established: "Scotch whisky, in the opinion of the Bureau of Chemistry, is applicable only to whisky manufactured in Scotland. Substances labeled or sold as Scotch whisky which are not manufactured in Scotland are deemed to be misbranded within the meaning of the Food and Drugs act."

* * *

This interesting statement is contained in the fifty-fifth annual report of the Philadelphia Drug Exchange: "It has been estimated that the sale of narcotics in the ordinary channels of trade has been reduced about 80 per cent." The statement is made in a brief review of conditions under the Harrison law since its passage, nearly a year ago.

* * *

The National Trade Association, with offices at 18 East Forty-first Street, New York, has been organized for the purpose of opposing the Stevens Bill. Geo. B. Caldwell is president; Percy S. Straus, vice-president; Harry B. Haines, treasurer; and Louis Barnet, acting secretary.

* * *

Advices from Washington seem to indicate that schedule "B" of the emergency revenue

law may not be retained in forthcoming legislation. Indeed, it is predicted that perfumery, cosmetics, and other toilet preparations will escape direct taxation entirely.

* * *

C. E. Bedwell, formerly of Omaha, Nebraska, has been chosen vice-president and general manager of Meyer Brothers Drug Company, and William Biebing, St. Louis, has been made treasurer. For many years Mr. Bedwell had been an active member of the firm E. E. Bruce & Co., of Omaha, and he is a member of the board of control of the National Wholesale Druggists' Association.

* * *

George M. Beringer is a member of a non-partisan committee in his home town, Camden, New Jersey, having in charge plans for the future development of the city. This body is authorized by State law, and is known as the City Planning Commission.

* * *

The Jacobs Pharmacy Company, operating 11 stores in Atlanta, Ga., has issued formal notice that hereafter prescriptions calling for narcotics will not be filled unless the involved narcotic is incorporated with other ingredients.

* * *

The Supreme Court, in handing down a decision in a case brought by the Eckman Manufacturing Co., has upheld the constitutionality of the Sherley Amendment to the Food and Drugs act. The decision was unanimous.

FOR THE BULLETIN NEXT MONTH.

Some interesting pictures taken by a drug man in China.

Another cartoon by Mr. Hitter—a very clever one, too!

How several prominent pharmacists looked when they came up out of a coal mine—very special.

The fourth paper in the series by Mr. Whitehead, entitled "How to Satisfy Customers."

The second paper by Mr. Standish showing the floor plans and indicating an ideal arrangement for a drug store.

A paper from a successful druggist in which he describes how he has made a brilliant success of bulk candy as a side-line.

A paper growing out of practical experience and narrating the best means of increasing sales in a country store.

"Taking a Gun on a Questionable Account"—very interesting and amusing.

Four or five short papers on the general subject of "How to Compete with Five- and Ten-cent Stores."

Three prize papers on "Luck as a Factor in My Business Career"—full of human interest and intensely readable.

EDITORIAL

A SIGNIFICANT REPORT.

The board of directors of the Chamber of Commerce of the United States appointed a special committee comprising ten members to investigate the soundness of the principles underlying the maintenance of retail prices and the advisability of legislation at the present time looking to that end. The report of the different groups of this committee covers something like nineteen printed pages, and there are seventy-five pages of supplementary matter.

Seven members favor legislation permitting price maintenance. However, inasmuch as the report was not unanimous, the Chamber has decided to submit it to a referendum. The result will be awaited with unusual interest.

Three members of the committee submitted a minority report, these being Frank H. Armstrong, of Chicago, a wholesale grocer, president of Reid, Murdock & Company; Frederick H. Rike, of Dayton, president of the Rike-Kumler Department Store and president of the Greater Dayton Association; and Percy S. Straus, of New York, of R. H. Macy & Company, and president of the New York Retail Dry Goods Association.

The minority members are "unable to approve of the principle of price maintenance as being in the public interest," and they recommend that no legislation on the subject be enacted at this time.

Those signing the majority report were George M. Courts, of Galveston, Texas, formerly president of the National Association of Stationers; James F. Finneran, of Boston, president of the Woodward Drug Company, and a well-known leader in the N. A. R. D.; Henry B. Joy, of Detroit, president of the Packard Motor Company; Paul H. Nystrom, of New York, a retailing expert; F. H. Whitcher, of Boston, president of the American Shoe Tip Company; Edward S. Rogers, of Chicago, a lawyer and a copyright and trademark authority; and Professor Paul T. Cherington, of the Harvard Graduate School of Business Administration, chairman of the committee.

The conclusions of the majority of the committee are that the advantages of price maintenance would be partly economic and partly

social. Here are the five cardinal points as outlined in the report:

1. A properly regulated system of price maintenance on identified merchandise made and sold under competitive conditions puts the emphasis in competition upon quality and service, while at the same time it provides for the public adequate protection against extortion.
2. Price maintenance under these conditions preserves the social advantage of an adequate incentive to invent and devise new products.
3. Price maintenance under these conditions serves to prevent monopolistic control of production processes by powerful distributors.
4. Price maintenance under these conditions preserves the social advantages of such distribution conveniences as are represented by neighborhood stores and by small, but skilful merchants. In some trades, it is the sole guarantee of the preservation of the accepted system of distribution; for instance, it assures the preservation of the book stores as individual enterprises. If the social value of such factors as these is less than their economic cost they are not worth preserving. But who is ready at this time to encourage their annihilation? It is noteworthy that the agitation in favor of restoring to producers the control of resale prices originated with the small, independent retailers, and that most of the opposition to it comes from the large and powerful concerns.
5. The right of the producer to set resale prices is an accepted principle of business law. It has been restricted recently in this country by close decisions of the Supreme Court, none of which was decided on the basis of general principle alone. The committee believes that in the long run the public interest will be best served by legislation specially permitting this method of doing business in identified articles made and sold under competitive conditions.

It would seem that to the average merchant the most significant statement contained in the entire document is that relating to the preservation of small or neighborhood stores. *"It (price maintenance) is the sole guarantee of the preservation of the accepted system of distribution; for instance, it assures the preservation of book stores as individual enterprises."*

In other words, if the conclusions of seven of the men composing the committee of ten are sound, either we must have price maintenance or our present system of retail merchandising will gradually crumble away; and in the crumbling process the small dealer will be ground to atoms.

At any rate, this opinion comes from too high a source to be ignored, or even to be lightly considered.

A BOOK ON RETAILING.

The literature of merchandising is gradually becoming more pretentious. The "Economics of Retailing" is a new book just gotten out by Paul H. Nystrom, Ph.D. The publishers are the Ronald Press Co., 20 Vesey Street, New York, and the price is \$2.00 post-paid.

Professor Nystrom has written a very interesting book. Much of the same material has appeared in fugitive form in the trade and commercial press during the last ten years, but this is the first attempt to write a systematic treatise in book form. It is really a study of retail distribution in all its phases, and the philosophy of the subject is gone into with some care. The reasons for existing conditions are brought out interestingly, and no merchant could read the book without being both profited and entertained.

The chapter on the chain-store system is especially illuminating, and there are others on such practical subjects as "price maintenance," "buying at inside prices," "the expenses of retailing," "location and rent," "the department store," and "how retail prices are fixed."

To us perhaps the most startling chapter is that entitled "the failure rate of retail business." Professor Commons is quoted as saying that "10 per cent of the men who go into business succeed, 50 per cent vegetate, and 40 per cent fail." This statement is verified by an elaborate study of the conditions in Oshkosh, Wisconsin, from 1890 to 1912. Of the 526 merchants in business at different times during this period, only 172 remained at the close of it. Most of the failures in business stop short of bankruptcy, and for this reason the ordinary statistics collected by Dun and Bradstreet fall far short of the actual truth.

With failures in the retail business so common, is it cause for any wonder that merchants in all lines are in need of more and more instruction in the conduct of their stores? It is a whole lot easier to fail than to succeed.

OUR CAMERA CONTEST PRESENTS AN OPPORTUNITY.

We wonder if druggists are taking full advantage of the opportunity to increase business in their camera departments by using our Camera Contest as a sales argument?

We are offering 13 prizes for amateur work. The only restriction is that the pictures sub-

mitted must be taken by a camera sold by a druggist. The contest closes July 1.

Why not grasp this opportunity? Why not call up customers to whom cameras have been sold and ask them to bring in specimens of their work? Such a request will touch a responsive chord, we feel sure. Amateur "fiends" will appreciate this little act of courtesy and evidence of interest, and will at least call at the store to talk the matter over.

When a customer is undecided as to what camera to buy, or whether to take the one you are trying to sell or not, mention our contest. Bring it out as an extra inducement. Tell the prospect to bring a few good specimens of the work done by the camera back to the store and that you will submit them to us.

Pictures must be sent in by druggists. We do not accept them direct from camera customers.

You want to get in close touch with your patrons; it is business that you should do so. Here is your chance. Work it to the limit!

Look up the announcement printed on advertising page 23 of the February number and familiarize yourself with the conditions.

WHERE IS EVERYBODY?

It's funny that our series of prize offers this year don't seem to be "pulling" as they have in years gone by. On some of the topics we have received only one or two papers, and there is plenty of opportunity yet to get into the game.

Once more then:

1. We want some practical papers on the subject of "How to Meet Big Competition."

2. We want some rattling good articles on the subject of Salesmanship—actual and not theoretical salesmanship.

3. We offer three prizes for descriptions of "Blue Sky I Have Bought." Where is the man who can't write on that theme?

4. "Luck as a Factor in My Business Career"—can you beat that for a subject? We are after three prize papers along this line.

5. We also want some papers on the general subject of "My Funniest Experience." The prize money is waiting for the chaps who can give us something good in this direction.

6. And show cards—quite a number of collections have come in, but there is room for more. Send along some of your best specimens and grab one of the prizes.

Let us hear from you!

PROFITS AND EARNINGS

A FLORIDA STATEMENT.

A net profit of 13.2 per cent is unusually good; yet "Florida's" figures lead to that finding. "Florida" has charged a proprietor's salary in the expense account; we are sure that that point, at least, has not been overlooked. He states, too, that freight and drayage have been added to the cost of merchandise.

So we have no reason to doubt the showing.

1. Cash received from all sales and book accounts.....	\$26916.50
2. Book accounts beginning of year.....	\$265.16
3. Book accounts end of year.....	\$557.00
4. Difference in book accounts.....	\$231.81
5. Net sales for the year.....	\$27208.31
6. Inventory of stock beginning of year.....	\$5135.23
7. Purchases during year.....	\$17373.88
8. Total cost of merchandise.....	\$22509.74
9. Inventory of stock end of year.....	\$5339.15
10. Net cost of merchandise sold during year.....	\$17170.59
11. Gross profits.....	\$10037.72
12. Current expenses.....	\$632.20
13. Net profits.....	\$3577.52
14. Total income from business.....	\$

In so far as the statement before us is concerned, everything appears to be ship-shape.

The gross profit is 36.9, and the percentage of expense is 23.7.

"Florida" has a good business and it would seem to be exceptionally well managed. Twenty-four hundred in proprietor's salary is drawn from it annually.

AN ILLINOIS STATEMENT.

It is just such a statement as this that shows the value of subjecting a business to a yearly analysis.

This business shows a net profit of 3.7 per cent. It is 6.3 below normal.

Contrast this statement with the one from

1. Cash received from all sales and book accounts.....	\$17575.27
2. Book accounts beginning of year.....	\$2130.98
3. Book accounts end of year.....	\$2524.99
4. Difference in book accounts.....	\$394.01
5. Net sales for the year.....	\$17969.28
6. Inventory of stock beginning of year.....	\$7250.75
7. Purchases during year.....	\$16968.68
8. Total cost of merchandise.....	\$20217.43
9. Inventory of stock end of year.....	\$7400.40
10. Net cost of merchandise sold during year.....	\$12817.03
11. Gross profits.....	\$5152.25
12. Current expenses.....	\$4475.62
13. Net profits.....	\$675.53
14. Total income from business.....	\$

Florida. Both stores do a good business. But "Florida" gets 36.9 per cent in gross profits. "Illinois" gets 28.6. Why the difference?

One of two conditions must account for it. Either our Southern friend charges more for what he sells, or else he sells goods which bring a much larger margin of profit.

"Illinois" draws \$1200 a year as a salary; "Florida" finds it possible to pull out twice as much. At the end of the year one has \$675 left, while the other shows up with a balance a little better than \$3375.

In the statement under consideration, the gross profit is 28.6 and the percentage of expense 24.9. Gross profit should be 35 per cent, if expenses are kept where they are—and expenses are about right, it would seem.

"Illinois" sells goods enough. Nearly \$18,000 in annual sales is an excellent showing. But to merely do the business isn't all there is to it. It's net profit that counts.

A NORTH CAROLINA STATEMENT.

We fear there is something wrong with this statement.

The trouble is that an analysis results in a 19-per-cent net profit. This is unusually large.

The percentage of expense is 25—just where it belongs, probably. But gross profit, in percentage, is found to be 44. With an expense percentage of 25, a gross profit of 35 would be doing as well as the average druggist is doing.

Of course, it is possible to make a gross

1. Cash received from all sales and book accounts.....	\$7641.26
2. Book accounts beginning of year.....	\$25.00
3. Book accounts end of year.....	\$75.00
4. Difference in book accounts.....	\$50.00
5. Net sales for the year.....	\$7691.26
6. Inventory of stock beginning of year.....	\$2994.13
7. Purchases during year.....	\$5187.11
8. Total cost of merchandise.....	\$8181.24
9. Inventory of stock end of year.....	\$3845.31
10. Net cost of merchandise sold during year.....	\$4335.93
11. Gross profits.....	\$3355.33
12. Current expenses.....	\$1335.00
13. Net profits.....	\$1450.33
14. Total income from business.....	\$

profit of 44 per cent, but such a record is quite uncommon. So high a rate would have to be accounted for on the ground that "North Carolina" does a big prescription business, or enjoys a good trade in lines yielding unusual profits.

A salary of \$1200 has been allowed, which is duly charged to expense.

A CORRECTION.

A Madison, Wisconsin, druggist calls our attention to an error which appeared in this department in our January number. We handled a statement from Illinois headed "A Chicago Statement," and it was said that the gross profit was 30.5. "This percentage does not seem to be in harmony with the method of obtaining it," our Madison correspondent says.

Nor is it. There is no possible way by

which we might evade the fact that the figures are wrong, even though we were inclined to do so.

The percentage of gross profit (obtained by dividing the gross profit in figures by the net sales for the year) should have been set down at 35.8, not at 30.5. Expense, expressed in percentage, was found to be 23.5. This would leave a net profit of 12.3 per cent, instead of 7 per cent.

We thank our correspondent for calling our attention to the mistake; and on the other hand we most sincerely hope that "Chicago" has not in any sense been inconvenienced by the error.

ABOUT PEOPLE

A PROSPEROUS WISCONSIN DRUGGIST.

George L. Baldauf not only conducts one of the largest and best equipped drug stores in Wisconsin, but he is also president of a Milwaukee bank—the Wisconsin State Savings



GEO. L. BALDAUF.

bank, 25th Street and North Avenue—and president of the North Avenue Civic Association.

"No matter what it is, if it's sold in a drug store we have it, and usually at a price that will mean a distinct saving to you," is the slogan that Mr. Baldauf employs in his newspaper advertising and on his calendar. Three registered pharmacists are in charge of the prescription department.

On another page in this issue of the BULLETIN an interior view of the Baldauf Drug Company's store is shown.

AN ENGLISH DRUGGIST AND HIS WIFE.

Arthur Mortimer conducts the St. James Pharmacy, Harrowgate, England. His store is very modern and he does a nice business. Readers of the BULLETIN will feel particularly interested, we feel sure, for we have published



ARTHUR MORTIMER.

articles from Mr. Mortimer's pen from time to time.

More than a year ago we printed a number of papers under the head "If I Married Again



MRS. ARTHUR MORTIMER.

Would I Marry a Druggist?" Well, Mrs. Mortimer evidently would—the same druggist. Being a druggist's wife is no hardship whatever, apparently!

We find frequent mention of Mr. Mortimer in the drug journals of his own country.



Banquet, National Association of Manufacturers of Medicinal Products, Waldorf-Astoria, New York, Feb. 4. Dr. Henry C. Lovis, retiring President, sits at the head of the table, and the second figure at the right is President-elect Charles J. Lynn, of Eli Lilly & Co.



Louis J., son of Mr. and Mrs. James A. Arkin, Portola, California.



Son and daughter of Mr. and Mrs. Charles Palmer, Leon, Kansas.



C. O. Ballou, of the Ballou-Latimer Drug Co., Boise, Idaho, put in his vacation officiating as first mate of a ferry-boat. Mr. Ballou is president of the State Board of Pharmacy.



Basil B. Bruno, Long Branch, New Jersey, enjoying his vacation. Mr. Bruno is president of the local Young Men's Italian Association, organized for the purpose of social betterment.



A South American drug store, Sullana, Peru. Isaías Garrido, the proprietor, may be seen behind the counter.

A party of Rhode Islanders snapped while on a tour of inspection of the Parke-Davis Laboratories, Detroit.



A very pretty Cuban drug store, Antonio Hernandez, proprietor. The store is located at Ciego de Avila.

A snapshot of the beautiful interior of the McClung Drug Company's store, Perth Amboy, New Jersey.



The Baldauf Drug Company's store, North Avenue and Thirty-fifth Street, Milwaukee, Wisconsin.

The store of H. C. Rogers & Son, Upland, Nebraska; Cecil H. Rogers, the manager, standing to the right.





Did this ever happen to you?

Displaying Own-make Preparations.

So strong is popular prejudice against the "just-as-good" argument that it is no longer wise to use it in persuading customers to buy preparations bearing the druggist's own label. These goods should be sold on their own merits. They should be brought to the attention of probable purchasers in such a way that a desire to buy is created without any apparent suggestion coming from the clerk. Five druggists tell this month how they have developed sales for their products by displaying them conspicuously, and a perusal of their articles will make clear the various methods used to insure frequent turnovers of long-profit merchandise.

PRIZE PAPER: NEAT DISPLAYS IN EVERY AVAILABLE SPACE.

BY LOUIS J. STREHL.

Own-make goods occupy every bit of available space in our store. They are to be found on tops of show-cases, at the wrapping counter, on tables through the center of the store, and on ledges and pillars wherever opportunity offers.

We endeavor to make neat displays, showing as many kinds of goods as possible without producing a jumbled-together effect. Plainly-lettered cards tell, in a few words, the merits of each preparation. A quite rigid system is adhered to in arranging these inside displays, a regular time being set for changing the goods and an endeavor made to have the settings a little different each time.

The tops of three show-cases are used almost exclusively for displaying our own-make and special-agency goods. One of these exhibits, located at the store entrance, generally takes the form of a miniature window display. The "story" is told by several cards just as it would be if the goods were in the window. Wherever possible dummy packages are used, for with the display so near the door, a light-fingered shopper might be able to get away unnoticed with several filled packages.

The two other cases, located near the middle of the store, are used for smaller displays. On one occasion a display may consist of six or seven small piles; on another it may be one large and five small piles; on still another, two large and three small piles. The height limit of the displays on the two cases is $2\frac{1}{2}$ feet.

BASKETS FOR SMALL ARTICLES.

Of necessity, there are spaces left between these piles, both for the purpose of making the individual shows stand out and for providing spaces through which goods may be sold. Instead of allowing these spaces to remain

empty we place in them small, shallow baskets containing headache tablets, hat bleach, liver pills, and other small items. A price card is at the back of each basket. These goods cannot be arranged in similar manner to the large packages, so that the baskets come in very handily for display purposes. The baskets can also be used for "specials" of soap, face powder, or other small articles.

The tables through the center of the store we consider to be our best means for attracting attention. Seasonable goods are always shown on them and they seldom fail to bring home the bacon. The tables stand about $2\frac{1}{2}$ feet high and displays are limited to three feet. If made any higher, the appearance of the rear of the store is hurt. Whenever possible we use signs on both the front and back of these displays in order that they may be seen from either end of the store.

SHOWING BREAKABLE GOODS.

One must be careful, however, in making displays of breakable goods on these tables, because hurrying customers are likely to bump into them and cause a smash-up if the goods are not safely arranged. Care must also be taken to see that no nails are protruding from the sides of the tables, as the druggist is liable for any damage done to customers' clothing.

Blank spaces on pillars and walls we cover neatly and in a way that makes them work for us. Boards of suitable size are covered with plush or other material and to them fastened, by means of pins, glue or tacks, full or dummy cartons of tooth paste and other small packages. A price card is placed in the center of each outfit. The finished boards are hung, picture-like, over the blank spaces. Once every two months is often enough to change the boards.

When we buy goods bearing our imprint we have the manufacturer strike off an extra hundred cartons. This is a good investment, for it

enables us to make a big showing with comparatively few full packages, and to offer goods that are always fresh-looking and clean.

These cartons, and also those obtainable from the distributors of special-agency goods, are just the things with which to fill up vacant ledges and show-case tops. They are fastened together by means of pins or double-headed tacks, or built into displays of artistic design by putting them on "forms" made from thin sticks. A sign having letters large enough to be read at quite a distance accompanies each showing.

On the wrapping counter, in front of the scales, we run a soap display during the late spring, summer, and early fall. The rest of the year cough drops and lozenges are shown. Next to the scales is a glass case filled with an assortment of twenty-five-cent tooth-brushes. This little case sells more brushes in a week than we got rid of in a month when the brushes were in a larger case.

All displays are dusted at least twice a day, for we have found that a nice clean package sells easily, while a dusty, dirty one is passed by entirely.

It is a real job to make and keep our inside displays up to the minute, but we are repaid in real money for all our efforts—and we are going to keep at it.

EASILY MADE DISPLAY BOXES.

BY ALEX. F. PETERSON.

My method of display has the advantages of economy of space, small cost, and convenience in handling. It is more effective than any other I have ever seen or tried.

I use the display boxes in which Parke, Davis & Company pack four-ounce bottles of granular effervescent salts. This particular box is well made, strong, and covered with black, pebbled paper which is easily matched with passe-partout binding to cover the front where the name of the salt is imprinted. After removing the false bottom a new one is made out of the cover of the box to fit the articles to be displayed.

For use with a three-ounce toilet cream I place three bottles side by side in the front part of the box, and then make a false bottom $1\frac{1}{4}$ inches high to fit between the bottles and back

of box. Three more bottles are placed on this, and then another false bottom is made to fit between the second row of bottles and the back. Three bottles are placed on this. I then cover the advertising on front with passe-partout binding, slip a sign lettered on bristol board behind the bottles so that the lettering appears well above the highest row of bottles, and the display stand is ready for business after the expenditure of only a few minutes' work.

For larger or smaller bottles and for cold cream jars the style and size of false bottoms may be altered to suit. I have yet to find a package for which I cannot make a satisfactory display box.

A BOX FOR COLD CREAM JARS.

In the case of some of our cold cream jars where the depth of the box from front to back will not admit of two rows, I make one false bottom the full size of the inside of the box, and $1\frac{1}{2}$ inches high, place a row of the jars on the front part of this, and then make another bottom, just a trifle higher than the jars, to fit behind the first row. In cutting and folding this I let the top of it project slightly so as to make a solid stand for second row. This in no way interferes with the removal of jars from the lower or front row; they may be tilted and lifted out easily.

We have several of these display boxes in use all the time and find them most effective silent salesmen. We use them for toilet creams, cold creams, freckle creams, massage creams, hair tonics, shampoos, tooth preparations, and a number of other articles. A great many of our sales are made by customers helping themselves to preparations which catch their eyes.

The whole box may be moved about as easily as one small package, without the slightest danger of any bottle or jar falling out; hence any place on the show-case occupied by one or more of these boxes may be cleared instantly when wanted for showing other goods. A great deal of time is also saved when dusting, and the counters present a more orderly appearance. Then, too, the show-card never gets separated from the goods, as is often the case when single packages are set on the counter.

For some other goods, such as headache tablets, powders, wafers, corn remedies, cold

tablets, etc., I letter a heavy bristol board of a suitable size, fasten one package of the article on the card with fine wire or glue, and affix an easel on the back. The result is a most effective device for displaying small articles.

ONE ARTICLE AT A TIME.

By A. N. HAWK.

We have a spring tonic which we make ourselves, and at the time of year when many people feel the need of such a remedy we display and push it vigorously.

Window and inside displays are made simultaneously. For the store exhibit we cover a table with the bottles and over them place a sign—not prolix, but snappy, concise, and to the point.

Prominently featuring one article at a time in this way impresses the individual preparation upon the minds of the public. Those who are feeling out of sorts at the time the display is made usually purchase. The tonic has merit and when we sell a bottle of it to a customer the odds are in his favor. It usually helps him and he then becomes a satisfied customer—the object of our displays.

We pursue the method of displaying only one preparation at a time, for we feel that by so doing the then-well person will remember us when he does have occasion to need the remedy. It is not always possible, or even desirable, to gain only immediate results.

Big drives like our spring tonic campaign, however, are not the only means we employ to make sales. In a conspicuous part of the store is a conservative salesman in the form of a show-case with a mirror-back. There is where we display the preparations we make and recommend. On many occasions I have observed customers looking intently at this ex-

hibit. And quite often they did not end up by looking merely—they bought.

What, to my mind, is of equal importance with the proper display of the goods, is the appearance of the packages. We aim to make our labels neat but not gaudy. If the preparation is a solution, we cap the bottle but do not enclose it in a carton. As the goods are not shipped the carton is not necessary, and its absence permits a direct view of the preparation.

For containers we use the best quality of bottles obtainable, a point that aids the display value remarkably.

The labels for all our preparations are of uniform color.

SHELF EXHIBITS CATCH THE CUSTOMER'S EYE.

By WILLIAM J. RICHARDS.

Conspicuously displaying the stock on our shelves is the first and most important means we pursue to bring our line of own-make preparations before the public eye and make it easier to sell.

The goods occupy shelf space back of the wrapping counter—a prominent part of the store. Having them all together like this makes a showing that cannot be overlooked by any customer who is waiting for a purchase to be wrapped. As we display a number of packages of each kind, and have all the labels and cartons of a uniform color, the showing is quite imposing, giving to the customer the impression that the line is a fast moving one.

We also aim to let the store windows help us keep articles in the line before the public. At different times of the year window displays are made of seasonable goods, their sales being helped along by the exhibition on the inside of the store. Enough goods are used in the win-

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. How can we boost our stationery sales? Submitted by Lester E. Lenrow, Newark, N. J.
2. How I made good in the drug business. Submitted by M. L. Maupin, Edgemont, S. D.

For the best answer to either of these questions we shall award a prize of \$5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by April 10.

dows to create the impression of lively business, and we never fail to use plenty of signs setting forth the merits and stating the price of the preparation.

Displays showing the process of manufacture and ingredients entering into the remedy have been used with good success. For example, during the winter we run a big display of our white pine cough syrup. The window is filled completely by the bottles with the exception of a space in the center. In this space, on a little platform about on a level with the eyes of the people in the street, is represented a laboratory table with the syrup in process of manufacture.

A percolator, packed and working, is shown with a rubber tube leading to a receiving bottle. Around this are arranged various pieces of pharmaceutical apparatus, such as graduates, a mortar and pestle, beakers, etc., each with different powders and liquids in them. Small cards explain the various manufacturing steps and indicate the nature of the several drugs. Above the whole display is a sign which reads: "We Use Only Pure Drugs In Making Our White Pine Cough Syrup."

This method of display has also been used successfully with a number of other preparations.

For additional inside display we have a table on which is shown seasonable exhibits. A neat card tells the merits of the preparation. The kind of goods displayed on this table is changed frequently.

We keep at all times on the top of our show-cases several of our preparations in groups of about a dozen packages. A small explanatory and price card accompanies each group.

IN THE WINDOW AND ON THE SHOW-CASE.

By THEO. B. FANT.

Attention is centered on our own preparations by continually keeping one of them in the window and at the same time having a similar display on top of the most prominent show-case inside the store. A newspaper advertisement is run simultaneously calling attention to the particular preparation being featured.

The show-case display is in sight and reach of every one who enters the store. The bottles

are shown out of the cartons, in that way more readily drawing attention to the appearance of the goods themselves. The empty cartons are placed in the window, adding, apparently, to the number of packages shown there. When we think a display has begun to lose its pulling power, we switch to something else.

In making the window displays we do not always confine the showing to the goods themselves. On one occasion we attracted considerable attention by having a wax figure seated in the window applying our corn remedy to the foot.

Our displays are usually made to fit in with the season of the year. In the winter we confine ourselves mostly to cough and cold remedies, as we have several of these under our own label and so are enabled to show them alternately.

When spring comes along our sarsaparilla and blood remedies are given the preference. In summer we again shift, showing at that time toilet preparations and summer complaint remedies for adults and children.

The fall of the year is the period when our window displays pay best. There is plenty of money in the country at that time, and the people of the rural districts are usually on the lookout for some preparation from which they may derive benefit. At this time we make our displays of skin remedies for eczema, our cold creams and lotions for sunburn and freckles.

We have found that the larger and more attractive we make our displays, the greater is the amount of our own preparations that we can sell. It is less trouble to sell customers our own stuff if they see it on every hand whenever they come to the store. Indeed, unless the preparations are kept continually before the people, talk alone will not go very far in introducing them.

To get new and better ideas of how to make effective displays of our goods we occasionally visit other towns and see how druggists in those places are featuring their goods. Then when we return, by mixing their ideas with our own, we are able to arrange displays that almost invariably result in increased sales.

It's giving a new twist to familiar articles that catches trade.

INTERVIEWS WITH SUCCESSFUL DRUGGISTS—E. C. Kinsel

7th Paper

By WALTER M. CHASE

Shortly after the following article had been set in type, the contents of Mr. Kinsel's store were completely destroyed by fire. The loss was estimated to be between \$75,000 and \$100,000. Even while the fire was at its height, however, Mr. Kinsel was telephoning and dispatching orders to city and out-of-town sources of supply. Show-cases and fixtures were ordered and installed in a new store, a few doors away from the ruined establishment, before the fire had ceased to burn. The feat of assembling \$25,000 worth of goods of the most varied character, and assorting and arranging them for sale, was accomplished over night, and customers were waited on as usual within sixteen hours from the time the blaze started. Work on remodelling the old store was begun immediately, and Mr. Kinsel hopes to return to it within ninety days from the time he was driven out.

Over 60 persons are required to handle the



When the fire was at its height.

many customers who daily crowd into the drug store of E. C. Kinsel in Detroit.

"Crowd" is the proper term to use, for the entrance to the store is at the intersection of Michigan Avenue and Griswold Street, a corner which is the down-town transfer point for Detroit's most largely patronized car-lines.

In close proximity to the store, also, are the

NOTICE!
The Kinsel Store
will be opened
This Evening at 6 O'Clock
With a complete stock in a temporary location—24-hour service as heretofore. Greater drug values than ever.
Kinsel
OPEN ALL NIGHT
3rd Door West of Shelby St.
On Michigan Avenue In Hotel Cadillac Bldg.
OPPOSITE CLAYTON'S
It Will Pay You to Come One Block West. It Has Been Paying the Public to Come Miles.
EVERY ARTICLE ON SALE PURCHASED SINCE THE FIRE
CIGAR DEPARTMENT NOW OPEN

A newspaper ad which appeared the morning after the fire.

city's main shopping district, the larger banks, and several theaters. From the people thus brought into the vicinity comes most of the store's transient business, while newspaper space, and lots of it, is the means of bringing regular customers from all parts of the city.

To give an idea of the business done by Mr. Kinsel it may be said that from 150 to 250 prescriptions are compounded daily. Twenty-eight gallons of chocolate syrup are used at the soda fountain every 48 hours, and crushed fruits are purchased in barrel lots. The cigar counter is claimed to do more business than that of any other drug store in the middle West. A bale of waste paper accumulates every day and a half.

In order to handle effectively a business of this size there is required naturally a division of the store into departments, each one in charge of a competent manager. E. C. Kinsel, the owner of the business, exercises a general oversight of the establishment, but is not act-

ively engaged in the conduct of the store. His nephew, E. C. Kinsel, Jr., is the man responsible for the actual management. Under him is a manager for the store proper and also managers of the various departments. Drugs and sundries, soda, candy, cutlery, and cigars constitute the departments into which the store is divided.

COMPOUNDING CONVENIENCES.

The prescription department is situated on the balcony at the right-hand side of the store. Liquid prescriptions are filled at one side of the room, and solids—powders, ointments, sup-

A particularly convenient arrangement is the system of drawers used for holding empty bottles. Each drawer is provided with a semi-circular opening in the upper half through which the dispenser reaches and takes out the desired bottle without being obliged to pull out the drawer and run the risk of dumping the contents on the floor.

The compounding room is connected with the wrapping-counter, where prescriptions are taken in, by a dumb-waiter. An electric buzzer notifies the clerk whenever a prescription is ready to go out. The wrapping counter is



This general photograph of the store was decorated for newspaper purposes, and is reproduced here as it appeared in an ad.

positories, etc.—on the other. The workbenches are glass-covered, so that they may easily be kept clean.

Two men are kept busy all day in dispensing, and they have at their command up-to-date apparatus and labor-saving devices of various kinds. Tablets, pills, and other small items are kept in a sectional case of 58 compartments. Liquid preparations and larger containers are arranged on easily-accessible shelves. Electric lights are placed in the ceiling, casting an even radiance over all parts of the room. An exhaust fan supplies fresh air to the prescription room, and to all parts of the store as well, every five minutes.

13 feet long and is provided, on the outside, with stools for the convenience of waiting customers. Back of the counter are shelves on which are stored the more commonly called-for drugs and "patents." A McCourt label cabinet facilitates the quick labeling of bottles.

The soda fountain is a made-to-order, 48-foot "Liquid," with 26 stools and bar service for a dozen more people. The outside edge of the fountain counter is slightly raised to prevent glasses from sliding to the floor.

LUNCHES SERVED AT FOUNTAIN.

Seven attendants are required to handle the crowds which flock around the fountain at

nearly all hours of the day and night. Because of the location of the store, in the center of the business district, many people patronize the fountain for light lunches, and this affords an excellent opportunity for the sale of sandwiches and hot drinks.

Two men are kept busy making syrups and looking after the supply of ice-cream, sand-

are pushed, special price inducements being made on quantity purchases. On Sundays, however, high-grade box candies are brought to the front and featured exclusively. The sales-girls are given 5-per-cent commissions on lines retailing at 80 cents or more a pound, and which show the store a good profit.

CLERKS HAVE SHORT HOURS.

Kinsel clerks are not troubled by long-hour days. The store force consists of two crews. One shift serves from 8 A.M. to 12 noon and from 6 P.M. until midnight. The hours of the second shift are from 12 noon until 6 P.M. The two crews alternate daily, and each clerk has every other Sunday free from duty. As the store is open all night a third crew of six people has charge from midnight until 8 A.M.

Another feature that is much appreciated by the clerks, and one incidentally that works for the benefit of the store, is the material used in the construction of the floor. The store proper has a handsome tile floor, while the spaces behind the counters are of wood covered with flexible mats of rubber and iron. These mats are easier on the clerks' feet, and, being slightly raised, give the clerk an advantage when talking to a customer.

Newspaper advertising is depended upon



"Kinsel's Corner."

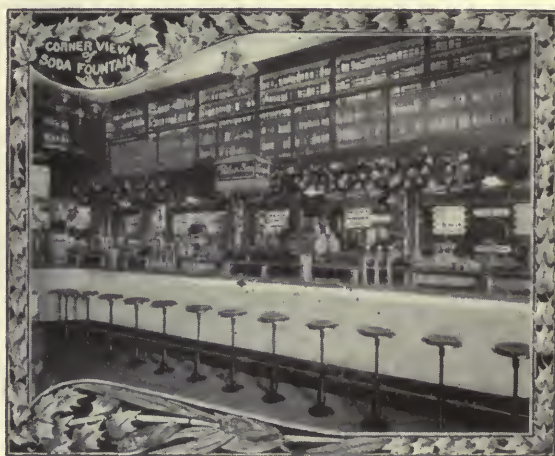
wiches, carbonated water, etc., for the fountain. One hundred gallons of ice-cream can be stored at a time. An elevator serves to carry supplies from the basement to the fountain.

It takes the entire time of three men to handle the constantly growing cigar and tobacco trade. Cigars by the box are a Kinsel specialty, the Saturday sales on box cigars alone running into the thousands.

In the cutlery department are carried pocket knives, razors, and manicure implements of every description. Cameras and supplies, fountain pens, electric irons, flashlights and similar articles are also sold. As an example of the amount of business done in the department Mr. Kinsel recently placed an order for 100 electric vibrators, retailing at from \$10.00 to \$25.00 apiece, and states that he expects to dispose of them within three months' time.

Candies and toilet goods are sold from a large case in the center of the store. The case is of the slant-type, measuring 22 inches at the bottom and 12 inches at the top. It is 46 inches high. Seven girls are in attendance at this counter.

During the week the lower-priced candies



Where 28 gallons of chocolate syrup are used every 48 hours.

entirely for giving the store outside publicity. Large space is contracted for in three of the leading Detroit papers, the advertisements running on Thursdays and Fridays of each week. This newspaper advertising features the week-end sales of the store and makes its appeal almost wholly on price.

But few cuts are used, every inch of space being devoted to an enumeration of the special offerings. Prices are quoted on every one of numerous items. Photographs of various parts of the store are sometimes used in the advertising, three of the cuts appearing in this article being taken from newspaper ads.

Seven windows, each 9 feet long, draw attention from the many pedestrians who pass by the store. These windows are depended upon to sell large quantities of goods. Three

of the windows display drugs and medicines, two are devoted to exhibits from the cutlery department, while cigars and candy occupy the two remaining windows.

Window demonstrations have proven very effective, according to Mr. Kinsel. He says that displays of such things as corn remedies and shoulder-braces have produced most satisfactory financial returns.

The Kinsel business is a strictly cash one; there are no book accounts.

SENDING OUT BUSINESS-PULLING LETTERS*

By HAROLD WHITEHEAD,
President American School of Business, Boston

Competition to-day is more in service than in goods. A druggist can offer very little in the way of quality or price that all his competitors cannot offer. Any of his customers can walk a block from his store and get practically the same goods he offers; and should a competitor give better service than he does the customer will not hesitate a moment to walk that block.

If, then, you are on an equal footing with your competitors as regards price and quality, the only thing in which you can compete is *service*.

A properly worded letter sent to your customer or prospect shows clearly that you are interested in him, and it is a cord of interest that ties him to your store. One letter—one cord—is not likely to prove sufficiently strong to enable you to haul him in and keep him as a permanent customer; but every letter you send is an added cord or attachment.

The perfect drug store is never out of any merchandise that is asked for, but, thank heaven, there is nothing perfect on this earth—not even a drug store! So it often happens that in the best regulated stores a customer asks for something that isn't in stock.

To have a customer leave a store under such conditions breaks a cord of interest. Now we must replace that broken strand; and a letter will do it where nothing else can.

SHOWING AN INTEREST.

It will not be long before the article that was asked for will be in stock again. As soon as it comes, send a note saying how sorry you were to be out of it, but that you now have it and if the customer will just telephone or write you will be only too glad to send the goods down right away. Close by saying that you value his or her business so much that you take the liberty of sending the letter.

Do not go into a lengthy explanation of the reason why you were out of the article. The more you explain the weaker becomes your position, and if your customer receives a letter full of explanations and loud protestations, she will exclaim with her friend William Shakespeare: "He doth protest too much."

You can hardly expect that an order will follow the letter, for the customer probably bought that article elsewhere. But you have replaced the cord of interest which was broken because you were unable to satisfy that want. You have convinced the customer that you are trying to render her real service—surely an excellent return for your investment in a two-cent stamp!

The form-letter is, in the opinion of the writer, one of the most potent factors in successful business, if used in a well-thought-out plan and followed up consistently.

A very effective way of using form-letters is to first revise your list of present customers,

*The third of a series of five articles on ways and means of getting business.

and prepare a list of people you would like to have for customers. Then put the name and address of each individual on a card similar to the following:

NAME		
ADDRESS		
TELEPHONE		
BUSINESS OR GROUP		
DATE	LETTER	COMMENTS
.....
.....
.....
.....
.....

Divide these customers into *groups*. By that I mean classify them according to their social or business relationship. It is a good plan to use a different colored card for each group, or class. White cards can be for well-to-do women; blue cards for farmers; pink cards for young men; yellow cards for laborers' wives; and so forth.

Each month send to each group a letter mentioning some article in which the group as a whole will be interested. You can send to the well-to-do women some particulars about that new imported perfume you have. To the farmers you might send a letter about the new fertilizer, stock food or disinfectant you have just received. To the young men a combination offer of shaving soap, witch-hazel and powder would be appropriate; while the laborers' wives would doubtless be interested to hear about what can be done in the way of dyeing. These are merely off-hand illustrations.

DO NOT EXPECT TOO MUCH.

However, do not expect that the day after you send out these letters you will find a string of customers half a mile long waiting to purchase the goods exploited. A salesman may have to make numerous calls to turn a prospect into a customer, so do not expect one letter to do what a dozen visits of a salesman might not do.

The general appearance of your letter decides what kind of attention it will receive. This general appearance is determined by the quality of the stationery, the way the letter is folded, the kind of printing on your letter-

head, and the general formation of the communication.

The first paragraph will decide the degree of interest you will arouse. The rest must turn that interest into desire to act upon the suggestions contained therein.

Do not try to write a letter as if you were Woodrow Wilson. Write to your customers in just the kind of language you use when talking to them. Highfalutin' phraseology sounds mightily nice in a book, but if you are not in the habit of using it a letter from you containing that sort of thing will make you and your effort a joke in the eyes of your customers.

You can get the thoughts and the ideas from any one; but having got the idea you want to convey, dress it in your own language. Trying to present ideas in other people's language is just like trying to wear other people's clothes.

SHORT AND SNAPPY PARAGRAPHS.

Make your paragraphs as short and snappy as possible. The writer believes in paragraphs of not more than five lines, as a general thing.

If you want a customer to answer, make it as easy for him to do so as you can. Do not ask him to write you a letter to order some little thing, and do not leave it to him to hunt all over his house for an envelope. It is very little expense, you know, to put an envelope inside your letter; and instead of asking the customer to write to you, just put a P. S. on your message to this effect: "Don't bother to write—just say 'yes' on this letter and mail it in the enclosed envelope."

Some good letters fall down because they talk to a group. If you are sending out a form-letter to two thousand people, you must not take the attitude of standing on a tub and haranguing that two thousand in a bunch. Write your letter to just one man, so as to get that personality and friendliness into it which is so helpful to business.

Form-letters are written to so many thousands of *individuals*—not to a bunch of so many thousands.

In short, in writing letters keep in view these simple rules: Be brief and concise; do not use long words or sentences; do not gush; tell your story simply; give reasons why your customers should buy; and do not rant, beg, or preach. And above all talk *with* your customer, not *at* him.

Next month Mr. Whitehead will discuss "The Satisfied Customer."

GETTING A START IN THE DRUG BUSINESS

By A. N. S. BIXBY

People say I have been successful. Perhaps I have. Probably what they mean is that I have not failed in business. Well, I am not so very old; in fact, when I sometimes forget and wear my cap in the store people take me for the junior clerk, instead of the proprietor. But having started with something less than nothing I find myself to-day, ten years later, the sole owner of a good paying drug business free of all debt, with a good name, with credit at the bank, and the good-will and respect of my customers.

I was born in the country. Before I was quite sixteen I had completed the high-school course and was forced by the near-edge of poverty and the lack of any other opening to take a position as errand boy in a drug store. At that time a college course was not considered necessary or advisable in our Province, and was seldom taken.

After a time I tired of the sights of the home town and being fired with an ambition to see the world, I packed a strawboard suitcase and set out for the city of Hamilton. Here I was fortunate enough to get a position at \$8.00 a week, in what seemed to me to be a most awful big wholesale house. My expenses were \$6.00 a week, leaving me two dollars for spending money. In my former position I had got \$9.00 a week and my expenses had been less than five. Still, I never did like to be laughed at, so I didn't go home.

A PROMOTION AND AN OPPORTUNITY.

I guess I must have been pretty green; anyhow the other clerks thought I was, and they certainly did rub it into me. But in some ways I was not as green as I seemed. In my former position I had been well instructed in every branch of the business, from bookkeeping to dispensing and manufacturing. The "boss" soon found this out, and at the end of a year I was promoted from the sundry department to a better position in the drug department.

This promotion was a great surprise to me, as I was an under-graduate and about the youngest of the staff. It was given me, I was told, because I stuck strictly to business, wasn't

afraid to work, and knew how to use my head. Unlike some of the others, I was not simply filling in time while I waited for some rich relative to die.

I worked away for another year, took my examinations successfully, and was considering asking the "boss" for a dollar a week more, when one day he came up behind me, laid his hand on my shoulder and said, "Son, how would you like to own a store of your own?"

I looked at him dumbfounded, for I hadn't been thinking of any such thing and hadn't a cent saved up towards buying a business. He went on and explained that a business 'way back in the country, a hundred miles from nowhere, was for sale and could be bought very cheap. It was in a good prosperous district, but the store had been mismanaged. As he explained it, if I were to go there, bury myself alive for a few years and work hard, I might make a small fortune.

A FATHER'S GOOD NAME.

And right here I discovered my father's best bequest to me. Though a man without much means, my father had a reputation for honesty that was enviable, and that reputation the "boss" (who knew him) now told me was worth whatever money was needed to buy the business, at a very low rate of interest and without other security than the good name my father had given me.

Well! Saturday I went home to confer with the home authorities. They seemed to think that I was rather young to go into business, and seemed dubious of my making a success of it.

Sunday I went to the little country church. Up to that time I had never paid much attention to sermons, and probably I haven't paid any too much attention since; but that minister had a big lump of horse sense hid away somewhere, and he certainly knew how to talk to young people in a manner that made them sit up and take notice.

I still remember his text. I have heard a good many sermons before and since, but that was the only one I ever remembered the text

of. I have never forgotten it. It was "And he slew a lion in a pit and the snow was on the ground."

He went on to show how any young man with gumption, who wouldn't let himself get scared, but would put a double clench on both fists, dig in, and do his "darnedest" would win out every time, even if the odds were against him and the footing poor.

A DETERMINATION TO WIN.

That sermon was just what I needed. It acted on me like a hypodermic of morphine would on a dope fiend. Before he was half through I had made up my mind that if that business was to be had and was worth having I would have it.

A week later found me on my way to the town of Choburg, where the business in question was located. This town, which I hardly knew before existed, I discovered was sixty miles by coach from the nearest railway station, or ninety-five miles by water. A traveler who had been there told me by all means to take the water route. I embarked on a small coasting steamer early in the afternoon, and all the rest of the afternoon and all that night we moved forward, stopping occasionally to land supplies at some backwoods village.

The morning broke clear and sharp with an early September frost. After breakfast I went on deck and found we were just backing up to the wharf of a small settlement. An old man, clad in the original homespun; an old woman who had never heard of corsets; two girls and a young man—these were there to greet us. One of the girls, I concluded, was the belle of the place. Dressed in a bright pink dress that came to her heels behind and above her boot-tops in front, with black hose and white boots, wearing white cotton gloves, with about four inches of brown arm between the ends of them and her elbow-sleeves, and with a blue hat trimmed with red and green, she could not fail to attract attention. As I stood and looked at the group, I remarked to myself, "Good Heavens, is this what I have come to live amongst?"

LOOKING THE TOWN OVER.

A little later, however, I discovered that I was mistaken. Just before noon we steamed up a bay full of islands of all shapes and sizes and suddenly emerged before one of the prettiest bits of scenery I have ever seen. Before us lay the village of Choburg, situated at the

head of the bay, surrounded by prosperous looking farms of green and golden fields, and encircled by a low mountain whose trees were resplendent with the red and gold of early autumn—and the whole thing reflected in the still, blue waters of the bay! It was a sight never to be forgotten. Though I have seen it many, many times since, I have never again seen it just as it was that beautiful September morning.

The town I found had a population of about nine hundred, the people were well dressed and looked prosperous; and what few of them I met that day seemed very pleasant. The chief industry was raising and shipping potatoes.

I spent the remainder of the day in inspecting the town and surrounding country and was well pleased with what I saw.

In conversation with the hotel proprietor I learned that the druggist whose store I hoped to buy was given to drink. He had neglected the drug business and had turned the store into a regular barroom. He had done a thriving business until the people of the town had risen in revolt and put a stop to it. Since then he had been employed in drinking up everything alcoholic in the store. Before I got around to see him the next morning he had finished the Ess. Limonis, had started on the Tinct. Capsici, and was in anything but a pleasant humor.

A TANGLED SKEIN.

The store I found in a good building on a good corner—well fitted, but poorly stocked. I stated my business to the proprietor. Yes, he wanted to sell, he said; but he wanted to get all there was to be got out of it for himself. He wasn't going to pay any wholesale accounts. They had always cheated him, anyway, and had already got enough out of him.

Now I had been instructed by the "boss" that his account was to be taken from the purchase price; and as the "boss'" company was putting up the money, it was up to me to see that this was done.

Accidentally, I think, the druggist let something slip about a bill of sale. This was news to me. Excusing myself, I hurried to the recorder's office. Here I found that the druggist had borrowed money from a neighbor, given a bill of sale of the stock to cover the loan, but had persuaded the neighbor not to have it recorded, as it might hurt the druggist's credit. He had immediately gone to work and

given his wife another bill of sale, covering both stock and fixtures, and had had this one recorded!

I also learned that the druggist owed the landlord for rent and that the landlord had sworn to have his money whether the others got theirs or not.

MAKING THE ROUNDS.

A pretty big proposition for a young fellow without any previous experience to straighten out, wasn't it? After my wholesale account and the neighbor's and landlord's claims were settled, there wouldn't be more than a couple of hundred left for the druggist.

I spent the remainder of the afternoon going from the druggist to the neighbor, from the neighbor to the landlord, from the landlord to the druggist's wife, and then back over the route again, reasoning and arguing with them all. And most of the time the arguing was pretty hot and spicy. Each one thought that he had the best right to the money, and that the others, myself included, were conspiring to cheat him out of his claim. And they all seemed to think I was a pretty cheeky sort of kid, and some of them didn't mind telling me so!

Two and a half times I went around without any apparent hope of a settlement. Then I gave it up. I wandered out of the town to a lonely spot on the bay shore, and sat down on the bank with my head between my knees and with the biggest crisis of my life staring me in the face.

What should I do? Should I give it up and go back, and be an employee perhaps the rest of my days? I loved freedom and independence, and I had just now got a smell of them, and they smelled good and I wanted more. What hope was there of success anyhow? Others, I had learned, had tried to unravel the tangle and had failed. What was the use!

Just then the words of the old minister back home flashed into my mind and I straightened up, and as I straightened up the evening breeze coming up the bay struck me full in the face, fresh and salt from the ocean.

ANOTHER INHERITANCE.

It stirred the blood in my veins, inherited from generations of seagoing ancestors. Those seagoing ancestors, I knew, had not been men who had given up. They were men who had

faced the storm and won out—or had gone down fighting. I was made of the same stuff as they. I would win out, too!

I jumped to my feet and hurried back to the town. And my, how easy it all was! While I had been away the neighbor and the landlord had come to their senses and realized that they had perhaps lost a chance of getting at least a part of their money, and now they might never get any. The druggist's wife had got him to bed with an ice-bag on his head, had sobered him up, and had convinced him that it was better to get a couple of hundred out of it than to have it go to the courts and perhaps lose all.

In an hour I had the whole thing finished and an agreement drawn up in black and white and signed by all of them. On a certain day I was to take over the business, the drug company's account was to be deducted from the purchase price, the landlord's and the neighbor's claims were to be settled, and the balance was to go to the druggist's wife.

A KEEN SENSE OF SATISFACTION.

The news soon spread. Sitting in the hotel office that night I heard the local bank manager discussing the deal with some one else in the next room. "I don't believe it," he said, "and I won't believe it till I see him there behind the counter in full possession of the place."

And he saw me there soon enough; and I stayed there for a number of years, and I wasn't buried alive, either. I spent some of the pleasantest and happiest years of my life there, and one of the greatest pleasures and satisfaction to me now is to go back there and find the hole that was made when I was torn up by the roots and transplanted elsewhere, still empty.

The druggist, I am pleased to say, has since reformed and has gone into another line of business, at which he is making a success, and is one of the most respected men of the town.

Well, when I got back to the city I went to the "boss" and told him all I had done and showed him the written agreement. He looked at me hard, then a smile a foot wide spread over his face, and, grasping me by the hand, he nearly shook it off in congratulating me. And he was complimentary enough to say that he was doubtful if he could have done better himself; in fact, he doubted if he could have done as well!

PLANNING A MODERN DRUG STORE

By F. STANDISH
Of the Wilmarth Show Case Company

The first thing to bear in mind in the planning of a "typical" drug store, is that there isn't any such animal, in a strict sense of the word.

So many factors enter into the question of deciding a money-making arrangement of store equipment—location of the store (whether in a city, village, or suburb); whether on the corner or in the middle of the block; whether

of plate glass in the upper section, which admit plenty of daylight into the store. Between them is a door which gives easy access to the window.

A DEBATABLE FEATURE.

To the right of the entrance, near the fountain, is a five-foot leather settee. This feature is a debatable one with druggists, some of them claiming that it is a good thing and attracts some trade from people who come in to wait for cars, etc. Others state that it is merely a nuisance, because it affords a lounging place for the steady "hangers-out," the population of youths who have (apparently) no home to go to.

The fountain at the front of the store is an advertisement to draw people into the place, and in order that they may see all the rest of the displays in the store, the soda tables are placed at the rear. As only a few people, comparatively, can be served at the fountain, this means that most of the soda-fountain trade has to pass every other department.

Next to the soda fountain is a seven-foot



No. 1. Window display backing.

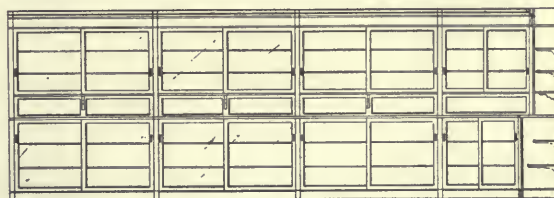
it is the only store in town or has a competitor on each side of it, and what the competitor's methods are, that every druggist faces a different problem.

These may be termed varying conditions, but the permanent factor, which can seldom be changed, is the size and shape of the room, whether square, or long and narrow; and in this there is comparatively little variation.

By far the most common type is the long and narrow, or "tunnel-shaped" store, and it is not the easiest kind to plan for effective arrangement. We have selected the plan of an extreme example of this type.

As shown in our illustration on page 110, this drug store is only 20 feet wide, and 43 feet long—over twice as long as it is wide. Being on the corner it has one advantage over a store in the middle of the block—it has a display window on each street.

The owner of this store has made the most of these windows, by giving special attention to his displays. These are changed frequently, which is made easy by the convenience of the special window backing. (See illustration No. 1.) This backing contains two large lights



English wall-cases.

cigar case of the all-plate-glass variety with a twenty-four inch marble base, which stands in front of a tobacco wall-case of the same length.

The cash register section, tucked in between the soda fountain back-bar and the tobacco wall-case, is very convenient both for soda fountain and cigar trade, where so much small change is needed and quick service essential.

The candy display is made in a six-and-a-half foot all-plate-glass case next to the cigar case, on the theory that the smoker will take "her" a box of candy if he sees it when he is buying cigars for his own comfort.

Next to the candy case the rubber goods are

shown in a case of the same length, while at the extreme rear, in convenient proximity to the prescription department, is a combination wrapping and display counter.

This counter has a display compartment in front, equipped with sliding plate-glass doors and two six-inch adjustable shelves suitable for the display of any small articles. The customer waiting for his prescription, or for any package to be wrapped, thus has another opportunity to see something else he may desire. This final suggestion to purchase reaches him when his mind is free to receive it, his original purchases having been made, and many sales are made that would otherwise have never even been contemplated.

The rear of the counter is fitted with drawers and shelves convenient for wrapping paper, etc.

The line-up of wall-cases on the right-hand side of the store is completed by three seven-foot sections of patent medicine cases, the lower sections of which contain small drawers for pills, small package goods, etc.

THE PRESCRIPTION PARTITION.

The prescription partition is formed by two six-foot wall-cases across the rear of store, in which are shown rubber goods, surgical supplies, etc. There is only one entrance to the

prescription room, which is at the right-hand side next to the wrapping counter.

Twenty-three feet of wall-cases, in which both upper and lower sections are purely for display, complete the equipment, and are the only fixtures on the left-hand side of the store. In these cases are shown stationery, toilet articles, perfumes, wines, camera supplies, brushes, etc.

This store carries a full line of all goods usually found in a drug store, and all articles are well displayed in spite of the fact that the store is so narrow that only one line-up of floor cases is possible. There is no space to spare, and yet there is enough room to do business comfortably.

The important points are that (1) the people are led back into the rear of a long store by having the soda tables well back in between displays of profit-bearing sundries, and (2) a complete display can be made in wall-cases of the type having display compartments in both lower and upper sections, thus saving the space that would ordinarily be occupied by a second row of floor-cases.

Space is still further conserved by having display wall-cases across the rear of the store, instead of a merely ornamental prescription partition.

Next month Mr. Standish will present another set of plans and suggestions for the arrangement of a drug store of a different shape and size.

AND THE BOSS COULDN'T EXPLAIN!

By NORMAN I. SCHILLER

Now right at the beginning let it be said that I do not approve of selling liquor in a drug store. It is altogether wrong; there can be no excuse for it whatever. A drug store ought to be a drug store, not an eyeless Berkshire. And a druggist ought to be a dignified man, not a bull-necked booze-slinger. But—well, I've said enough. Here is the story:

Once upon a time, before I began collecting hair- tonic formulas, I was head prescription clerk in a drug store in one of Ohio's smaller cities. The other prescriptionist owned the store. The junior clerks, cashier, soda boy, and porter existed only in the letters the boss

occasionally wrote to his pharmacy classmates located in distant towns. At that, he was a dandy fellow, who worked as hard for his meal-ticket as I did—a condition that induced me to assume a multiple personality just to lend a semblance of truth to his messages of good cheer.

One of our regular patrons—let us call him Mr. Fish, because that wasn't his name but his proclivity—was a big, jolly chap whose shadow, at midday, extended much further in front of his toes than it did behind his heels. He was one of the town's most prosperous manufacturers. Fond of a *risque* story, a connoisseur

of Bourbon and Scotch, and a lover of fast horses, he was—well, you know. His wife was of the type so often chosen by such men. She was prominent in W. C. T. U. circles and bought Job's tears necklaces for her babies.

It was our custom to mail statements to our trade the first of each month, and we unluckily addressed one to Mr. Fish during his absence from the city on a business trip. The next day a carriage stopped in front of the store, and Mrs. Fish sailed in like a hydroplane, with beak high in the air. She landed in front of the boss's desk and laid a statement before him which ran somewhat like this:

Castoria	\$.35
Pierce's Favorite R.....	1.00
Toilet Soap50
Pepper	4.00
Don't Care	2.60
	<hr/>
	\$8.45

"Mr. Still," she began, "that statement is the most outrageous thing I ever saw. Just look at it. Now, I got the Castoria, the Favorite Prescription, and the toilet soap all right, but we buy our spices at the grocery, and we *don't* pay your outlandish drug-store prices, either. Four dollars for pepper! The idea!

"You might have itemized all the bill, too, instead of trying to be funny. *I do care* when I am asked to pay \$2.60 and don't know what I am paying it for. Mr. Fish has always paid our drug bills before, but after this I am going to attend to that. He is so careless that people just cheat the eyes out of him."

With what dignity he could muster the boss mumbled an explanation that didn't explain anything. He also promised to mail a corrected statement. And the controlling member of the House of Fish majestically returned to her carriage.

INDUCING CUSTOMERS TO COME INTO OUR STORE

By SAMUEL SCHLUP,

Manager Wilson's Drug Store, Cambridge, Ohio

Special policemen are stationed in front of our store on Saturday nights to keep a pathway open through the crowd. On many different occasions the people striving to get a look at our window have overflowed the sidewalk and held up the street-car service for several minutes at a time. The manager of the local telephone company tells us that it sometimes keeps two operators busy handling the calls that come in over our three 'phones.

The reasons?

There are a dozen of them apparent from the outside of the store and double that many on the inside. They are the ways we have adopted to show the people of our town—Cambridge, Ohio—that we are willing to extend to them every courtesy and accommodation possible.

A news bulletin service is the big feature of the many devices used to bring people to our store. This is a live, up-to-the-minute news bureau, built up by means of five years of hard,

diligent work. Through it we give the people of Cambridge all important foreign, State and local news and give it to them, in many instances, several hours before they can find it in a newspaper.

We get the local news by taking, at an opportune time, each customer and asking him to 'phone or tell us of any happenings in his neighborhood, assuring him that we will not impart his name or even mention from where we received the story. We impress on the minds of these people that details are not needed. If we are given a 'phone tip we will get the story.

When a customer 'phones us a good live story we thank him for his kindness and hand out a cigar or candy when next we see him. He then becomes one of our "regular" reporters. We have been building up this corps of city and country correspondents for the last five years, and now we are reaping the harvest.

*One of the human-interest features in the Bulletin next month will be a true narrative entitled
"Taking a Gun on a Questionable Account."*

We have a county news monopoly that does not miss even the smallest stories of Guernsey County happenings.

For all State and foreign news we use the United Press and International News Service, furnished through the courtesy of our local paper. In return we give the newspaper all the county and local stories that are turned in by our reporters.

From 11 A.M. to 3 P.M. each day the news-



The bulletin board is at the right of the window.

paper makes for us a carbon copy of all telegraph news and hands it to our messenger when he calls at the office every hour. We read the copy carefully, pick out important news only, and give just enough details to satisfy the public.

BEATING OUT THE CITY PAPERS.

After 3 P.M. we get a special news telegram whenever a large story comes to light in any part of the world. By 7 o'clock at night we have covered most of the news that will appear in the large city dailies the next morning.

Important events, in which much local interest is shown, we cover in detail. On many occasions the bulletin sheets close up the entire front of the windows with the exception of a small space at the bottom through which the goods on display may be seen.

Besides giving the news service through the medium of the bulletin we are ready at all times to answer telephone calls concerning elections, baseball scores, athletic contests, location of fires, and all news in general.

When the fire alarm sounds our 'phones start to ring even before the alarm is finished, for the people know that our system of news-getting has already located the fire. On numerous occasions we have had fires posted on the

bulletin even before the alarm was sent in. When our city suffered a \$150,000 loss on July 18 of last year, we had the notice up twenty minutes before the first alarm came in.

During the World's Series we get the baseball returns, play by play, over a special field wire, having the exclusive service for the entire county. Western Union service furnishes us with details of all special automobile races, and when any of our local athletic teams are contesting away from home we give the details as fast as they can come over the wire.

HOW THE SERVICE HELPS BUSINESS.

It might seem that after furnishing the news in such detail we would have no time to attend to our drug business. This, of course, is not the case, for the whole object supplying the news service is to attract customers to our store. That we get the business is evidenced by the fact that in the State of Ohio our store stands tenth in point of sales on Rexall goods. And our town has a population of only 14,000 at that.

News collecting requires no special clerks. It ordinarily takes but a minute to run down a story over the telephone. In the special cases where the telephone plan will not work a



Crowds watching the returns from a World's Series baseball game.

messenger boy can usually get the information. The whole secret of the plan is to keep each clerk sharply on the lookout for news while he is attending to his regular duties.

Aside from the news bulletin we use many other schemes to keep our store constantly before the people. Here are brief outlines of some of the plans employed:

1. "Current Events in Picture" are posted

on our window each day. These in many instances connect up with news items which appeared on the bulletin several days before.

2. We receive the weather forecast each day at 8 A.M. and at 6 P.M. from the local telegraph office and place it, neatly typewritten, in a glass case where it is easily accessible. The government weather map is also received at 6 P.M. each day from the government weather forecaster. This map gives the direction of winds, the temperature of all United States cities at 8 A.M. on that day, the stage of the water in the

this instrument is furnished us free by a tobacco firm in West Virginia.

The registration of our thermometer is the town topic on a cold morning as it is the recognized standard for the vicinity. Many 'phone calls are received daily from housewives who wish to compare their home thermometers with our tested instrument.

4. We use the last sheet on our bulletin for want ads—"Lost and Found" and "Help Wanted." No charge is made for this service, through which many valuable articles are returned to their owners, and through which we get dozens of pleased customers for the store.

To show the effectiveness of this sheet as an employment bureau: At 1 P.M., on January 10, our Western Union operator asked me to post a notice that he wanted a messenger boy. At 1.45 P.M. he called again, saying: "Take down that notice! I have had seventy-five applications in person already, the office is crowded to its capacity yet, and all I need is one boy."

5. A large clock regulated hourly by Western Union occupies a prominent position in the doorway.

LOCATING FARMERS "WANTED AT HOME."

6. Under the clock we run a "Wanted at Home" bulletin which is used mostly by farmers. For example, if we put out a notice that John Smith is wanted, some of his friends soon read it and it is not long until John is headed for Wilson's drug store to find out for what he is wanted.

7. A large map of the city, framed in glass, is found in our doorway. We direct people to different parts of the city by this map.

8. A county road map shows all county roads, their conditions, what they are made of, etc.

9. We sell theater tickets, displaying a large sign to call attention to the fact.

10. Numerous signs bearing the store name appear in conspicuous positions, helping to fix our establishment in the minds of the people as "the spot to buy everything in the drug line."

11. Displayed in several places on the store front is our free prescription offer, a reproduction of which is shown on this page.

Besides having these cards on the store front

Second Annual Present

TO

CAMBRIDGE PEOPLE.

Free Prescriptions for Entire Year 1916.

Any reputable physician is authorized to send worthy poor persons to our store for prescriptions during the year 1916, and we agree to fill them without cost. Nothing is required but a note from the physician, properly signed and stating that the patient is entitled to this assistance.

In this manner we aim to contribute our share toward the public good. Instead of responding to countless requests for little contributions to programs, fairs, and bazaars, among which we cannot discriminate, we have adopted this plan.

Let no worthy man, woman, or child suffer a moment for want of proper medicine when required.

J. I. WILSON

Central National Bank Building Drug Store.

Ohio River, and other information. The reports are obtained from the nearest government forecaster.

TIME-TABLES FOR TRAVELERS' INFORMATION.

In the same case we have a typewritten railroad time-table of all trains that arrive and depart from Cambridge and also the electric line time-table.

3. A government-tested thermometer, 7½ feet high, is directly outside of the store door;

The headline feature in the April Bulletin will be three prize papers on "Luck as a Factor in My Business Career."

we placed 100 of them last year in churches, barber shops, factories, business places, lodge rooms, and theaters. This year we have distributed 200 in similar locations.

The people consider this offer of value to the community, and we consider it a valuable

means of advertising, as we found 58 of the original 100 still intact when we started out to replace them this year.

Publicity, and lots of it, is building up our business. The people appreciate "something for nothing" when it comes to service.

A WALL TINT WINDOW DISPLAY

By J. EARL TAYLOR, Ph.G.

A display built along lines suggested by the accompanying illustration will be particularly appropriate during the spring months. A great deal of brightening up is done, both for anti-septic and beautifying reasons, and wall finishes are more or less in demand.

In arranging this window every effort was

seen in the picture, and this was decorated with vines and snowballs.

The base was puffed in white. A bucket such as might be used in a job of kalsomining was rigged up to look natural and placed on the floor. A brush stuck out of the pail.

Packages of the goods were, of course, so



made to suggest purity and cleanliness. White, therefore, was freely employed.

The upper background was built over wire bent into arch effects, the framework being covered with heavy paper. Over this there was a series of white tissue puffing.

Running along the entire border, and placed about ten inches apart, were a number of circular gold cut-outs.

There was a little latticework, as may be

arranged as to "connect up" and give the window a positive selling appeal. I always use show-cards and price-tags—or a combination of the two, rather.

To attract attention, a captive balloon was properly picketed. A little motion in the window is a great thing.

In the spring a housewife's fancy lightly turns to kalsomine. If you handle the goods go after the business!

BOARD QUESTIONS ANSWERED

AN INDIANA EXAMINATION.

(Continued from the February BULLETIN.)

26. Why is diluted hypophosphorous acid used in the preparation of syrup of ferrous iodide?

Hypophosphorous acid, being a valuable reducing agent, is added to prevent oxidation and consequent discoloration of the syrup.

27. How much potassium iodide will be required to make 2 ounces of a saturated solution? (The solubility of potassium iodide is .7.)

If by "ounces" avoirdupois ounces are meant, the problem may be worked out as follows:

One avoirdupois ounce of a saturated solution is composed of one part of potassium iodide and .7 part of water. Therefore in 437.5 grains (1 avoirdupois ounce) there would be 10/17 part of potassium iodide or 257.4 grains.

If, however, by "ounces" fluidounces is meant, the problem cannot be worked out from the data given. It is impossible to tell except by experimentation what volume will result when ten parts of potassium iodide are dissolved in 7 parts of water. In common practice, however, we might say that five fluidrachms of water added to an apothecaries' ounce of potassium iodide will produce a fluid-ounce of solution that contains one grain of potassium iodide in each minim.

28. (a) What difficulties are encountered in the manufacture and dispensing of Goulard's solution and lead water? (b) How may trouble be prevented?

(a) On exposure to air, the preparations absorb carbon dioxide, which causes the formation of a white precipitate of lead carbonate. Even mixing with distilled water which has absorbed carbon dioxide from the atmosphere will cause the precipitation.

(b) By keeping the preparations in well-stoppered bottles, and preventing access of air, the trouble may be avoided to a great extent.

29. Give the drug strength, medicinal action, and dose of five potent tinctures.

Tincture of opium represents 12 to 12.5 grammes of crystallizable morphine in 1000

Cc., is a stimulant narcotic, and the average dose is 8 minims.

Tincture of nux vomica represents 1 gramme of strychnine in 1000 Cc., is a tonic and systemic stimulant, and the average dose is 10 minims.

Tincture of Indian cannabis represents 100 grammes of Indian cannabis in 1000 Cc., is a powerful narcotic, and the average dose is 10 minims.

Tincture of gelsemium represents 100 grammes of gelsemium in 1000 Cc., is a motor and respiratory depressant, and the average dose is 8 minims.

Tincture of stramonium represents 0.25 gramme of mydriatic alkaloids in 1000 Cc., is an antispasmodic, and the average dose is 8 minims.

CHEMISTRY.

1. Name ten elements, giving symbols, tell whether metallic or non-metallic, also whether a solid, fluid, or gas at ordinary temperature.

Aluminum, symbol Al, is a solid metallic element.

Gold, symbol Au, is a solid metallic element.

Sodium, symbol Na, is a solid metallic element.

Mercury, symbol Hg, is a liquid metallic element.

Bromine, symbol Br, is a liquid non-metallic element.

Sulphur, symbol S, is a solid non-metallic element.

Carbon, symbol C, is a solid non-metallic element.

Oxygen, symbol O, is a gaseous non-metallic element.

Chlorine, symbol Cl, is a gaseous non-metallic element.

2. Briefly describe three elements, one a solid, one a fluid, and one a gas, telling their characteristic physical and chemical properties.

(a) Aluminum is a solid, silver-white metal, malleable and ductile, capable of high polish. It is not tarnished in the air. Its specific weight is 2.5. It is not easily attacked by dilute acids. Hot solutions of fixed alkalies dissolve the metal with formation of aluminates.

(b) Mercury is a silver-white, lustrous, and mobile metal, liquid at common temperatures. Its specific weight is 13.6 and it boils at about 360° C. It freezes at about -40° C. Mercury does not readily enter into combination with

oxygen at the common temperature, and it does not exhibit any great chemical energy. Its compounds are generally unstable; many of them are decomposed by light.

(c) Chlorine is a yellow-green gas of suffocating characteristic odor, poisonous when inhaled in considerable quantities. At 15° C. it can be compressed into a liquid under the pressure of four atmospheres. The molecule of chlorine is diatomic at lower temperatures; but monatomic at higher temperatures. Chlorine unites with most other elements.

3. What is a chemical symbol?

A chemical symbol is an abbreviation representing the atom of any given element. No two different kinds of atoms are represented by the same symbol. The symbols used consist of letters. These letters are the single initials of the latinic or other names of the elements, or the initial letter accompanied by one additional in some cases where the latinic names of two or more elements begin with the same letter.

4. What is meant by a chemical formula?

A chemical formula is a combination of one or more symbols together with one or more numerals, or of two or more symbols, with or without numerals, expressing the composition of free atoms, compound radicals, or molecules.

5. What is meant by atomic weight?

The mass of one atom of any element is the atomic weight of that element. The atomic weights are the smallest relative masses of elements entering into combination with other elements.

6. What is meant by molecular weight?

Molecular weight is the sum of the weight of the atoms contained in a molecule.

7. What is meant by a chemical equation?

A chemical equation is an expression of a chemical reaction by means of the symbolic molecular formulas of its factors and products.

8. What are the correct names of the following: (a) muriatic acid, (b) copperas, (c) blue vitriol, (d) green vitriol, (e) white vitriol, (f) cream of tartar, (g) salts of tartar, (h) tartar emetic, (i) Epsom salt, (j) Rochelle salt.

(a) Hydrochloric acid, (b) ferrous sulphate, (c) copper sulphate, (d) ferrous sulphate, (e) zinc sulphate, (f) potassium bitartrate, (g) potassium carbonate, (h) antimony and potas-

sium tartrate, (i) magnesium sulphate, (j) potassium and sodium tartrate.

9. What is (a) a neutral salt, (b) an acid salt, (c) a double salt?

(a) A neutral salt is one formed when all the hydrogen atoms of the acid are replaced by a metal.

(b) An acid salt is one in which all the basic hydrogen atoms of the acid are not replaced by metal.

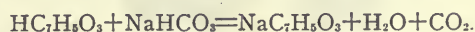
(c) A double salt is one formed when two or more of the basic hydrogen atoms of an acid are exchanged for two metals.

10. How would you fill the following prescription, supposing you were out of sodium salicylate, but with plenty of salicylic acid and bicarbonate of soda at hand?

Sodium salicylate....5 drachms, 18 grains.
Water, q. s. ad.....8 fluidounces.

How much of each would be required?

Sodium salicylate is formed as follows:



The molecular weight of salicylic acid is 137.01; of sodium bicarbonate, 83.43; of sodium salicylate, 158.89. Therefore 137.01 parts of salicylic acid and 83.43 parts of sodium bicarbonate are required to produce 158.89 parts of sodium salicylate.

5 drachms, 18 grains=318 grains.

318 grains is practically equivalent to 2 times 158.89 grains.

Therefore 274.02 grains of salicylic acid and 166.86 grains of sodium bicarbonate are required to produce 318 grains (317.78 exactly) of sodium salicylate.

The prescriptions should be compounded as follows:

Shake the salicylic acid with 6 fluidounces of the water so as to distribute it uniformly through the liquid. Then add the sodium bicarbonate, a little at a time, shaking well after each addition. Warm the liquid slightly to expel the carbonic acid which is set free. Filter and add sufficient water to make the volume measure 8 fluidounces.

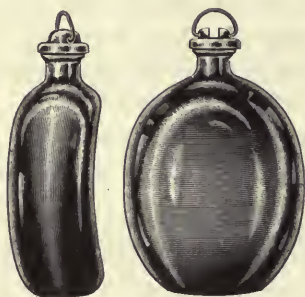
In practice it is better to use a slight excess of salicylic acid, in order to prevent darkening of the product.

(To be continued.)

Money-makers and Money-savers.

Information as to where any of the articles illustrated or described in this department may be obtained will be furnished upon application. Address "Department of Money-makers," THE BULLETIN OF PHARMACY, Detroit, Mich.

Here is an aluminum hot-water bottle that will remain hot from 10 to 15 hours. It is made of hard, thick aluminum, and is strong and durable, yet light in weight. The flat bottom makes the bottle easy to fill, while the correctly shaped convex and concave sides



adapt it for all purposes for which a hot-water bottle is intended. With each bottle is furnished free a high-quality heavy outing-flannel coat, which prevents the hot metal from coming in direct contact with the flesh. The dealer's profit is a liberal one.

* * *

Sanitary service is fast becoming a necessary adjunct to the modern soda fountain, and to insure it many druggists are using soda cups and sundae dishes made of paraffin paper. The sundae dish, illustrated herewith, is paraffined



on the outside only, and sealed without glue, making it absolutely odorless and sanitary. The paraffin dishes come in regulation sizes, fitting into special metal holders which can be obtained from the manufacturers.

* * *

Small novelties and sundries, the nature of which prevent their being exposed on counter tops, show off to good advantage in this all-glass top case. Displayed under cover in this manner, the goods are safe from pilfering fingers, too. The case is a small one, 12 inches

high, 11 inches wide, and can be obtained in 2, 3, 4 or 5 foot lengths. It is ornamental in



appearance and utilizes space that would otherwise be wasted.

* * *

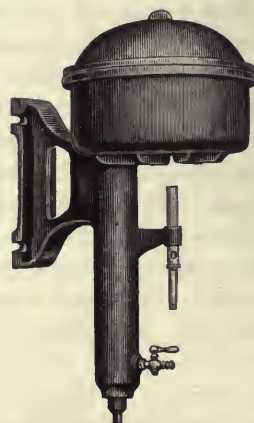
Here is another case especially designed for displaying brushes and combs. It enables the druggist with a comparatively small stock to make a real showing of these articles and pre-



vents the goods from becoming shop-worn. The case is of all-plate construction, provided with five drawers, and is 36 inches in length. The price is \$9.50.

* * *

With this apparatus distilled water, of U. S. P. purity, can be obtained at a cost of only two



cents a gallon. The price of the still is only \$18.

LETTERS

BREAKING INTO THE DRUG GAME.

To the Editors:

There appeared in the BULLETIN last year a number of papers on "Why I Became a Druggist," but I don't think any of the writers had better reason for entering the profession than I did.

Way back in the eighties, when I was only a lad, I put in some of the longest hours and hardest licks that ever fell to the lot of any boy. Getting up in the morning at four o'clock and doing the chores by lantern-light; cutting cordwood and splitting rails; plowing, harrowing, drilling, harvesting and threshing wheat; cutting, shocking, and shucking corn—in the field all day from sunrise to sunset—was enough preliminary training to enable a boy to stand almost anything that might be shoved on him in a drug store.

But when, lastly, as my high-school work on a farm, I had sixty-five steers to feed every day—grubbing shock-corn out of the frozen ground with a hoe, and hauling it three miles twice a day, seven days a week, in rain or shine—it didn't take much persuasion to induce me to take a vacancy that offered in our village general store.

Here were sold groceries, hardware, wall-paper, house paints, and dry goods, as well as a few drugs now and then. The store had been my loafing place—in the little spare time that came to me—and I always took considerable interest in watching the clerk "experiment" by grinding together chlorate of potash and sulphur in a mortar, or liberating hydrogen gas and lighting it, *secundem artem*.

When he left town to take a position in a city drug store I fell heir to his job. Please notice I got a job and he got a position. One winter's experience with my job was enough to convince me that if I ever expected to get a position I had better be looking around for a new boss.

My next job was in another small country town where I took charge of the village doctor's little store while he looked after his practice. Here I had to stay and become a druggist, because after arriving I didn't have enough money left to take the next train out, which I certainly would have done, for it was about the gloomiest place I ever saw.

By the time I had money enough coming to get away with I had read the dispensatory from cover to cover. Then I, too, got a position in the city.

I used to have to pinch myself every five minutes in order to keep awake, for it was mighty hard, at first, to get used to staying up half the night. But right there was where my farm training came in handy, for when it comes to long hours and hard work, the farm has a drug store "skinned a mile"—and then some.

Kansas City, Kans.

J. W. GIESBURG.

A NUMBER OF ADVANCES.

To the Editors:

As a rule we druggists get the blame for raising prices, but when the public takes proper notice of the enclosed list the apparent cause will be shown in the enormous rise of values on account of the market fluctuations.

Increase in prices since March, 1915, up to January 1, 1916, in percentages:

	Per cent.
Phenacetine	800
Carbolic acid.....	1000
Salicylic acid.....	1000
Alum	100
Blue stone	100
Antipyrin	900
Aspirin	50
Atropine	200
Balsam Peru	200
Bismuth and salts.....	50
Caffeine and salts	200
Chloral hydrate	200
Chloroform	50
Creosote, beechwood	700
Glycerin	200
Peroxide of hydrogen	200
Lanolin	200
Lithium and salts	200
Epsom salts	200
Mercury and salts	200
Moth balls	400
Oxalic acid	600
Saltpetre	300
Potassium bromide	700
Potassium permanganate	600
Quinine	600
Salol	800
Sodium and salts.....	400
Strontium and salts.....	600
Toluol	1000
Chamomile flowers	100
Belladonna leaves	200
Celery seed	100
Fennel seed, German.....	500
Hops	100
Sage	100
Castor oil	100
Cod-liver oil	200
Mustard	300
Wintergreen	300

All dyestuffs, including logwood, turmeric, etc., increased enormously; in fact, no black

dyes are to be had scarcely. Dark blue and dark green are at present at a premium.

Cut out the above list, which it took me a number of hours to compile, and show it to the customer every time he or she kicks.

Houston, Texas.

I. LEWYN.

POISON PUBLICITY.

To the Editors:

Should the name of the poison be mentioned in the newspaper when an account of a suicide or accidental poisoning is given? I am of the opinion that it should not.

The very fact that merely the giving of the name of the death-dealing drug in connection with such a report serves to bring it before the public and to familiarize the name to a greater extent should be enough to condemn the practice. Take, for example, the widely-published account of the unfortunate mistake of the Atlanta banker, who took bichloride of mercury tablets thinking they were aspirin, or some such harmless medicine. That article was prominently displayed by the press, together with the name of the poison—and what has been the result? Never before have there been so many suicides and attempted suicides by means of this deadly poison.

To be sure we have poison laws, and they in themselves are good. But would it not be better to remove the names of deadly poisons from public print, just as we remove them from the front part of our stores and place them in our back rooms, as far as possible from public gaze and idle curiosity?

Fairhaven, Mass.

H. H. BROWNE.

USING UP SHOP-WORN STATIONERY.

To the Editors:

It may be of interest to BULLETIN readers, especially those who have been unable to dispose of their own stock of shop-worn box stationery, to learn of the method I use for getting rid of that item.

Regardless of color and size, I remove the sheets of folded note-paper from the unsalable boxes, open them out flat and take them, together with the envelopes, to the local printer, who places my imprint on the stationery at a very low price, as all the stock is furnished.

In this way I get an assortment of business stationery of an excellent quality that is suited for typewriter use. The paper is, of course, already folded and fits correctly into the envelopes. But best of all I have prevented my soiled stationery from going to the bargain counter to be sold for what it might bring.

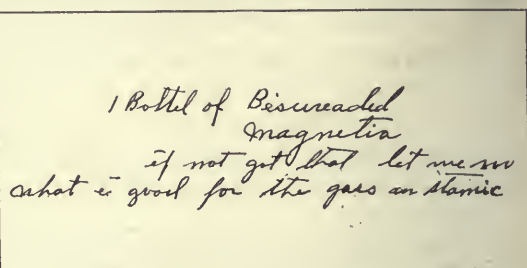
Morrilton, Ark.

C. J. HUMPHREYS.

TESTING ONE'S PUZZLE-GUESSING ABILITY.

To the Editors:

We had a little difficulty with this order, at first, but soon made it out to be a call for a bottle of Bisurated Magnesia. We found out



later that our interpretation was correct. A druggist is surely called upon at times to exercise his puzzle-guessing ability.

HARRY L. WOHLFORT.

Grand Junction, Colo.

THE PROPER PRICE WANTED.

To the Editors:

I would like to submit a prescription to BULLETIN readers in order to learn what they would charge for it. Here is the prescription:

Salol	10 grains.
Phenolphthalein	1 drachm.
Bismuth subnitrate.....	2 ounces.

Mix and divide into 24 powders. Directions: One powder two hours after meals.

Figuring on the present high cost of the ingredients, I made a charge of \$1.25. My competitor's charge was 50 cents. I arrived at my price by doubling the cost of the ingredients (2 x 54 cents) and adding 17 cents for the time consumed in compounding.

Did I make too high a price?

Marlow, Okla.

J. R. McARTHUR.

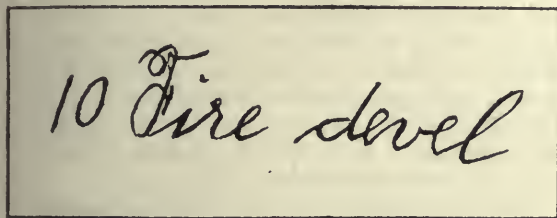
Note by the Editors.—What do our readers think about Mr. McArthur's price? Looks to us as though he was a pretty sensible chap.

We still have on hand a few copies of the booklet "Observing the Harrison Law," 2d edition. 25 cents.

HERE'S A NEW ONE!

To the Editors:

While calling on Mr. Clarence M. Dorsey last week a little girl brought in the attached note to the clerk. Mr. Dorsey and I went into consultation, but couldn't agree on what was wanted. After quite a lengthy talk with the



girl, however, it was decided that she wanted 10 cents' worth of fumigating pastilles. This guess was correct, as I afterwards discovered.

Pittsburg, Pa.

D. B. YOUNG.

BRIGHT SPOTS IN THE DAY.

To the Editors:

Two calls that we have had recently did much to brighten up the day's routine for us. Here is the first one:

A little girl presented a slip on which was written "A bottle of Bromosyl." I thought for a moment, and then asked if it was to be used for the relief of headaches. "Yes," she said, and a bottle of Bromo-Seltzer was correct.

The second slip, brought in by a little boy, called for "5 cents Parick." With a little help from me, he decided that "paregoric" was what his mother wanted.

J. F. —.

THIS OUGHT TO DO IT.

To the Editors:

Some time ago one of your subscribers asked for "something that will make hair turn gray." We would like to suggest that this man try engaging in the drug business in a strong credit community. Some other "remedy" might bring about the desired effect quicker, but there is none that is more certain.

OLD CORNER DRUG STORE.

West, Texas.

FLORAL DEPARTMENT.

It's too good to miss. H. B. THOMSON.
Bay Roberts, Newfoundland.

The BULLETIN is the Best Bet!
Nashville, Ill. FRANK M. MOSS.

I consider it the best in its line.
Washington, D. C. HARRY R. KENNER.

The BULLETIN is the pick of the bunch.
H. K. WOODWARD, London, England.

I feel like I can't get along without the BULLETIN.
C. L. MOODY, P.H.G.

Nichols, S. C.

Think lots of the BULLETIN—get much valuable advice from it. J. P. PENDERGRAST.
Atlanta, Ga.

I consider the BULLETIN OF PHARMACY by far the leading journal of its kind.
St. Paul, Minn. CARL A. SWANSON.

It's an enjoyment for me to read the good things that the BULLETIN contains.
Hennessey, Okla. F. A. DINKLER.

I don't want to miss a single BULLETIN. It's the greatest help a man has in business.
Bokoshe, Okla. HARRY A. VOLLMER.

The BULLETIN is my ideal drug journal, and I do not want to miss a single issue.
Tulsa, Okla. J. C. BILLINGSLEY.

I can get along without electric lights and street-cars, but the BULLETIN is indispensable.
Haxtun, Colo. W. B. ILIFF.

The BULLETIN OF PHARMACY is the best drug journal I get, and I don't want to miss a copy.
Edwin Baldwin.

Danville, Iowa.

It certainly is a live magazine—one to which every druggist must look forward eagerly each month.
Z. KOLLER.

Oak Park, Ill.

I can't see how we druggists can get along without it. It is the best we can get. Let the good work go on.
C. F. GILL.

El Dorado, Kansas.

PRACTICAL PHARMACY

The Stability of Nitroglycerin Tablets.—

In a paper read before the 1915 meeting of the American Chemical Society, Wilbur L. Scoville told of a number of experiments made to determine the stability of nitroglycerin tablets.

Tablets of nitroglycerin for medicinal use are manufactured from a 10- to 20-per-cent alcoholic solution, or from a 20-per-cent paste mixture containing sugar-of-milk or calcium carbonate.

A series of sample tablets, freshly made and tested, was set aside for observation, being tested at intervals during a period of 3½ years. These tablets represented the usual market and were stored under varying conditions, similar to those likely to be encountered in different stores.

At the end of the 3½ years the tests showed that all tablets containing less than 1/100 grain each of nitroglycerin had deteriorated, and, also, all those made from spirit of nitroglycerin. Tablets made from the paste, of 1/100 grain or over, maintained their strength. Two explanations of this are possible:

1. The solution may yield a finer attenuation of the nitroglycerin, exposing more surface and favoring volatilization. The deterioration of the tablets containing less than 1/100 grain each bears out this view, since in such tablets the nitroglycerin must be more highly attenuated than in those of a higher grainage, to secure uniform dosage.

2. A second possible explanation is found in the two forms in which nitroglycerin is known to exist—a labile form melting at 2.8°C. and a stable form melting at 13.5°C. Freshly prepared nitroglycerin usually crystallizes in the labile form, but on long standing, particularly after having been once frozen, it tends to change to the stable form.

The nitroglycerin used in making the tablets was from one lot of paste and four lots of solution purchased at different times. The various lots were stored in a building in which the temperature was very close to that of the outer atmosphere. The paste passed through two winters before being used in the tablets, while the solution passed through one winter's storage. In Detroit a temperature of a few degrees below 0° F. (—18°C.) occurs in most winters a few times.

In the paste form the nitroglycerin is in the condition most conducive to forming the stable isomeride, while in the alcoholic solution the conditions may be unfavorable to the formation of the stable form. Thus the nitroglycerin in those tablets which deteriorated may have been in the labile condition, with a greater tendency to decomposition than the others.

The work on the isomerides of nitroglycerin is too recent to prove whether it is a factor in the deterioration of nitroglycerin in tablets or not, but these three facts are established:

1. Tablets containing less than 1/100 grain of nitroglycerin lose strength very markedly on keeping.

2. Tablets made from an alcoholic solution of nitroglycerin are less stable than those made from a paste.

3. It is probable that a nitroglycerin which has been slowly frozen and slowly thawed is better for tablet use than one freshly made.

A New Way to Detect Poisons.—

J. J. Dobbie, F.R.S., the principal chemist of the English government laboratories at London, says the *Detroit Tribune*, has recently concentrated public attention upon the value of the spectroscope as a means of detecting poisons such as strychnine, cocaine, morphine, and similar dangerous drugs.

By throwing the ultra-violet part of the spectrum from such a source of light as is obtainable from sparking such a metal as iron, through the lenses of a quartz spectroscope, the lines of these drugs can be distinctly located. Each drug, it has been found, produces a characteristic kind of lines.

Hereafter when a person dies under circumstances suspicious of poison, the mixture of his or her stomach contents or other tissues may be taken to a physical laboratory and exposed to the quartz-lensed spectroscope with a sparking light from iron. If any of these poisons are present their characteristic lines will show in the ultra-violet part of the spectrum. A quartz-lensed spectroscope is used instead of glass, because glass cuts out the ultra-violet rays.

A minute trace of poison can now be detected in this revolutionary fashion. Even as little as one five-hundredths of a grain of strychnine was thus found by Dr. Dobbie.

Copaiba in an Emulsion.—

How to prepare a good emulsion from the following prescription is described in a recent issue of the *N. A. R. D. Journal*:

Resinæ copaibæ	½ ounce.
Fluidextracti glycyrrhizæ	1 fluidounce.
Spiritus ætheris nitrosi	½ fluidounce.
Acaciæ	q. s.
Aquæ menthæ piperitæ, q. s. ad...	8 fluidounces.

Misce; signa: A teaspoonful in water every three hours.

The official oleoresin of copaiba (copaiba U. S. P.) is here intended. It is to be mixed with two drachms of powdered acacia in a mortar and emulsified by adding one-half ounce of the peppermint water, triturating lightly but actively, then gradually adding the remainder of the peppermint water, the fluidextract of glycyrrhiza, and the spirit of nitrous ether.

A better method is to replace the powdered acacia with six fluidrachms of mucilage of acacia. This is placed in the bottle, flowed around on the sides; the copaiba is added; and the bottle is then well shaken. Then one-half ounce of the peppermint water is added, and the bottle again shaken. The remainder of the peppermint water is added gradually, and lastly the fluidextract and the spirit, the bottle being shaken well after each addition.

Don'ts For Pharmacists.—

W. Johnston, Secretary of the Chemists' Defense Association, communicates to the *Anti-Cutting Record* the following "Don'ts" compiled from his experience of claims arising from accidents. The collection, reprinted in the *Chemist and Druggist* of England, is intended for members of the Association, but it should be generally useful:

Don't keep carbolic acid and carbolic oil on the same shelf.

Don't keep liquor ammoniæ and liquor calcis together.

Don't keep cocaine hydrochloride and morphine hydrochloride on the same shelf or in the same-shaped bottles.

Don't put away a bottle without again reading the label to make sure you have got the right article.

Don't talk while you are dispensing.

Don't alter a prescription without the doctor's or patient's consent.

Don't sell mercury and nitric acid in the same bottle.

Don't be too ready to undertake minor surgery.

Don't, as a rule, admit an error to a customer.

Don't prepare camphorated oil by heating, and don't keep it in bottles with loosely fitting caps.

Don't sell carbolic oil in a wet bottle.

Don't make or buy more perishable drugs than you can sell while they remain good.

Don't fail to get warranties with all drugs.

Don't forget to counterpoise the scale-pans when weighing quinine and the like.

Prescription-filling Routine.—

In a paper entitled "Notes On Teaching Dispensing," presented at the San Francisco meeting of the A. Ph. A., E. Fullerton Cook suggested the following routine as the one to be employed when filling a prescription:

1. Study the prescription as a whole, thoroughly understand it, and decide upon the method of procedure.

2. Place on the counter all of the containers of ingredients needed, in the order to be used and on the left-hand side of the balance.

3. Fill the prescription and place the product in the container, capping it, if a bottle. As each ingredient is weighed or measured, the container is placed on the right-hand side of the balance, thus serving as a check on the ingredients added, should the compounder be called away.

4. Write the main label and attach it, together with any other labels, such as "Shake well," "Copy," etc.

5. Check the prescription to an assistant, repeating the ingredients and their quantities, and also the writing on labels.

6. Price the prescription in accordance with a definite pricing schedule. The N. A. R. D. schedule is satisfactory for the teaching of a system, and it may be explained to the student that neighborhood conditions may require, at times, either an increasing or decreasing of the amounts there fixed.

7. Wrap the prescription and attach a delivery card or label.

Preventing Rancidity in Prepared Lard.—

Writing in the *Pharmaceutical Journal* of London, G. M. Arrowsmith has the following to say:

"Some years ago I was using a quantity of prepared lard, and was constantly annoyed by the rapidity with which it became rancid. Whereupon I hit upon the following simple expedient for preserving it: Preparing a small batch of lard myself, I submerged in it a small corked bottle containing a little formalin;

through the cork was inserted a glass tube which projected a little above the surface of the lard. The lard remained fresh and sweet for at least a year until I had occasion to use it."

To Clean Capsules After Filling with a Powder.—

"To clean capsules," said Geo. M. Beringer, at a meeting of the New Jersey Pharmaceutical Association, "take a piece of absorbent gauze of such size that it can be folded into a square of eight or ten inches, having four thicknesses of material. Place the capsules to be cleaned in the center of this. Gather up the corners and edges of the gauze square into one hand, in such a manner that the capsules are suspended in a loose bag.

"Now rub this bag across the palm of the other hand a few times, pressing firmly. Each capsule is rubbed between the layers of gauze, and every particle of powder is removed, leaving the capsules bright and clean."

Sealing Capsules.—

T. W. Norwood, of Savannah, Ga., writing in the *Journal of the N. A. R. D.*, gives the following method for securely sealing gelatin capsules:

"Make a small mop of a piece of cotton on the end of a matchstick, leaving a point extending over the end; wet the mop; bend the point of it over; stick the other end of matchstick in a large cork; as capsules are filled, moisten the top by slipping over the end of mop and slowly turning. By this method I have never yet had a capsule swell or leak at the joint, a trouble which I have often had when dipping the capsule, and have heard others complain of."

Glycerite of Orange.—

The following is taken from the 1915 proceedings of the New York State Pharmaceutical Association:

G. O. Rowland, of Edinburgh, says that a glycerite of orange and glycerite of lemon of superior flavor can be made by pouring 4 ounces of boiling water on 4 ounces of the fresh outer peel and agitating about ten minutes, then adding 16 ounces of glycerin. Macerate three days, then filter. If an acid flavor is desired, add half an ounce of citric acid. He claims a finer flavor from this than the respective syrups furnish.

Nitrate of Silver Stains on Hands.—

Nitrate of silver stains, says the *Medical Fortnightly*, may be removed from the hands by applying the following mixture:

Bichloride of mercury.....	5 parts.
Ammonium chloride.....	5 parts.
Distilled water	40 parts.

Shortly after application the stains become yellowish, and soon disappear.

Preservation of Oleate of Mercury.—

When oleate of mercury, U. S. P., is kept in glass ointment jars for a month or more, it becomes discolored on the top, says W. R. White in the *Journal of the American Pharmaceutical Association*. By covering the surface of the oleate with distilled water and adding melted hard paraffin until a thin layer is formed, the oleate can be kept for a long time without change.

BUSINESS HINTS

Putting in Another Door Doubles Trade.—

How the simple process of making a second entrance into a druggist's shop took him from the broad path of failure and placed him on the highway that leads to success is described by a writer in the *Retail Druggist* as follows:

"My store is situated on a corner, facing on the main business street of the suburb. The door and show windows looked out on one street, while the other side of the building presented nothing but a brick wall to the passer-by. Business never seemed to increase, but went along just paying expenses and affording me a scant living. I tried every conceivable means to stimulate trade. I advertised extensively and displayed fine goods in my window. I tried raffles, bonus sales, and many other schemes—all without success.

"One day while standing outside of the store on the side street, I noticed large numbers of people passing up and down the walk. The elevated road has a station at this corner and the stairs led down and stopped right by my brick wall. Here was a place where thousands of people passed to and from their trains every day, and probably the greater part of them didn't know what was behind that brick wall.

"The possibilities in that crowd of people struck me all at once, and I wondered at my short-sightedness in passing up those possibilities for so many months. Why, if I could only sell one per cent of them each day, only one out of every hundred, I could increase my sales threefold. I went into the store and telephoned to a contractor.

"At the end of that week people passing up and down the side street saw, instead of an unsightly brick wall, a double door flanked by two spacious display windows. These windows were filled with my finest goods, neatly arranged.

"The effect of this change was noticeable within a day. Hundreds stopped to look at the windows, and nearly half of those who stopped came in and made purchases. And they were all strange faces, people who had never been in my store before, but who had probably been passing day in and day out for months, maybe years, without knowing I was there.

"Thus, by making a little change in the architect's original ideas of the building, I was able to increase my business, not 5 per cent nor 25 per cent, but, as my books showed two months after the change, over 100 per cent."

Worth Trying, Maybe.—

Several notes entitled "A few ideas untried but worth study and possible application" appeared in an issue of *System* some time ago. The two following are suited to druggists' use:

1. If I were a druggist I would have cards printed, listing the names of all physicians in my neighborhood. Opposite each name I would add the professional man's street and telephone address, his consulting hours and the kind of service he offered. If space permitted, I

would list dentists also. At the top I would have a cord to hang the card up by.

My own name and address would appear at the bottom, above the legend: "These are the men who will tell you what to get. Get it from us. We will call for your prescription and return it correctly compounded, at no extra charge."

2. If I were a druggist or a stationer I would, for a change, throw out of my window the hackneyed display of heterogeneous articles which only attract the shopper who knows what he wants to buy, and replace them with a strong display of a few special lines which would attract because of their novelty, their quality, or their value. Then on each side of the window I would publish an index or list of seasonable articles with prices plainly marked. I would have a number of cardboard arrows suspended in the window pointing from the articles displayed to the stock lists at the side, each bearing a different legend, such as "How is this for value? Other good bargains at the side," or, "If this is not what you want, please consult the list."

Handling the Grouchy Customer.—

Herbert N. Casson in the *Roller Monthly* offers the following suggestions for handling a class of customers that is encountered in even the best regulated drug stores:

When a customer has a grouch, what then?

In the first place, listen. Don't talk. Pay attention to the grouch. Let the customer tell the whole story to the last word.

Let him find fault. Let him explode, if he insists upon it. Let him get the grouch out of his system. Then—

In the second place, begin gently to put some pleasant ideas into him, to take place of the grouch.

Appreciate his troubles. Talk to him from his own point of view.

This will surprise him. He has come at you as an opponent and, presto!—you are transformed into a sympathetic friend.

At once he begins to regret his bad temper. He makes some stumbling apologies—you have won him over.

Touching Up Delinquent Customers.—

As a means for cleaning up the 1915 accounts on his books, George Worley, of Covington, Ohio, enclosed the following letter with all statements sent out on February 1:

DEAR FRIEND:

We thank you for favors shown in helping us to make the past year one of our very best. On our part we shall endeavor to continue to merit your patronage; in fact, we are trying our best to make this "the people's store." Just now we are giving our attention to cleaning up the balances on our ledger for 1915. If this does not correspond with our January 1 statement, or if you note any errors, remember we are only human and are liable to mistake. We will gladly make corrections.

Appreciating your past favors and awaiting your further commands, I am,

Yours truly,

GEORGE WORLEY.

The amount due was stated on the bottom of each letter and a request made for settlement by February 10.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Overcoming the Tobacco Habit.

C. C. F. writes: "Very often we are asked for something that will remove the craving for tobacco. Can you furnish us with a good antidote?"

The exercise of more or less (usually more) will-power is perhaps the most effective procedure for overcoming the desire for tobacco. However, to furnish a formula for will-power is decidedly out of our line, so we are supplying a recipe for the following placebo which has been recommended as a substitute for tobacco:

Licorice root, cut coarse.....4 ounces av.
Gentian root, cut coarse.....1 ounce av.
Bay leaves, whole.....sufficient.
Watersufficient.

Make a decoction of the licorice and gentian roots with sufficient water so that it will measure about two pints, when strained. In this decoction macerate the bay leaves over night, remove excessive moisture by shaking, lay them into flat sheets, and by pressure form into blocks the shape of tobacco plugs.

According to the *National Druggist*, the bark of the tulip tree, *Liriodendron Tulipifera* Lin., is a good cure for the tobacco habit. A small piece of the inner bark is chewed whenever the habitué has a desire to chew or smoke.

We understand that tablets of gentian, cinchona, and other bitter tonics are sometimes used. The explanation for the efficacy of these bitter drugs is twofold: First, they remove the desire for tobacco to some extent; secondly, by virtue of their taste and presence in the mouth, they take the place of tobacco. The tablets are not swallowed, but are allowed to dissolve on the tongue.

Some Legal Information.

A. S. B. writes: "I am going to put a hair preparation on the market and have decided to call it 'Blank's' Dandruff Cream. Can I trade-mark or copyright the title, and what steps shall I take to have this done? Will it be necessary to have the weight or measure printed on the container? To whom shall I write for information in regard to guaranteeing the preparation under the Federal Food and Drugs Act? Will it be necessary for this preparation to carry revenue stamps?"

You cannot secure a copyright on a preparation. A copyright is granted only on printed matter such as books, stories, written articles and plays, and on published illustrations, paintings, and drawings.

A trade-mark consists of a word, mark, or device adopted by a manufacturer or vendor to distinguish his productions from other productions of the same article. The government does not grant trade-marks, as such,

but simply registers them, and it would be best for you to employ a patent solicitor in order to secure an effective registration. Information may be obtained from the Commissioner of Patents, Washington, D. C.

As to the necessity of having the weight or measure placed upon the container, we would advise you to take up the matter with the proper board in your State, but if you intend to do interstate business, we think that it would be advisable to place the weight or measure on the container so as to be on the safe side in the different States.

It is not necessary at all, under the Federal Food and Drugs Act, to guarantee your preparation. When a manufacturer does guarantee a product it is merely for the purpose of satisfying his distributors, protecting them against legal trouble, and thus earning their good-will. If you do decide to guarantee a product, however, you can no longer get a serial number issued at Washington, and print that serial number on your packages. That method was withdrawn by the government some time ago, and the only way now you can issue a guaranty to your dealer is to attach it to each bill of goods. We suggest that you consult your local lawyer about the phraseology of the guaranty. This whole question was discussed at some length on page 307 of the BULLETIN for July, 1914.

It will be necessary for you to place revenue stamps on the preparation.

Automobile Paints.

H. M. H. & Co. ask: "Will you print formulas for a black stain for the leather, and a black paint for the iron work, of automobiles? Also tell us the composition of the white paint used on tires."

The following is a black stain that is said not to be injurious to leather:

Gallnuts, pulverized150 parts.
Green vitriol10 parts.
Rock candy60 parts.
Alum15 parts.
Vinegar250 parts.
Salt20 parts.
Distilled water4000 parts.

Dissolve the various ingredients in the distilled water and slowly boil the solution. Allow to cool and settle and then pour through linen. After applying this stain the leather should be "dressed" by the application, with plenty of rubbing, of a little castor oil.

A glossy black paint for the iron work is made as follows:

Amber8 ounces.
Linseed oil4 ounces.
Asphaltum1½ ounces.
Rosin1½ ounces.
Oil of turpentine.....8 ounces.

Heat the linseed oil to boiling point, add the amber, asphaltum, and rosin, and when all melted, remove from the fire, and gradually add the turpentine.

We are not familiar with the composition of the white paint used as a protective agent on automobile tires. Can any of our readers supply us with a formula?

Tests for Sugar and Albumin in Urine.

J. H. E. writes: "What are the test solutions used in determining the presence or absence of sugar and albumin in urine?"

For the determination of sugar, either qualitatively or quantitatively, Fehling's Solution is the one most frequently recommended. A formula for it appears on

page 546 of the eighth revision of the U. S. P. A one-bottle alkaline copper solution that is frequently used is known as Haines' test. The formula follows:

Take pure copper sulphate, 30 grains; distilled water $\frac{1}{2}$ fluidounce; make a perfect solution, and add pure glycerin, $\frac{1}{2}$ fluidounce; mix thoroughly and add 5 fluid-ounces of solution of potassium hydroxide.

The presence of albumin is easily detected by the heat test. To perform it, take a long test-tube, half fill it with filtered and, if necessary, acidulated urine (if the urine is already sharply acid to litmus no acidulation is necessary) and boil the upper half of the column by holding the tube slant-wise in a Bunsen or spirit lamp flame. If albumin is present it will coagulate with the heat and form a white precipitate, insoluble in acetic or nitric acids.

Metal Polish in Paste Form.

W. W. T. asks: "Can you give me a lead that I can follow out in making an effective metal polish (for silver, brass, or both) in paste form?"

The following produces a polishing cream that is said to be very satisfactory:

Infusorial earth.....	8 ounces.
Potassium hydroxide.....	$\frac{1}{2}$ ounce.
Soft soap.....	$1\frac{1}{2}$ ounces.
Hot water.....	1 pint.

Dissolve the potassium hydroxide in an ounce of the water. In the remainder of the water dissolve the soft soap, and mix the infusorial earth with this solution. To this mixture, add the potassium hydroxide solution and incorporate the two thoroughly. The infusorial earth used should be the finest and whitest obtainable.

You might also try experimenting with a mixture of infusorial earth and oleic acid, as there are several polishes of this type on the market which produce satisfactory results.

Making Citrate of Magnesia in Large Quantities.

The P. Drug Co. asks: "What is the best and quickest way to make solution of citrate of magnesia in large quantities?"

The following formula is sufficient for ten bottles:

Magnesium carbonate.....	150 grammes.
Citric acid.....	330 grammes.
Syrup of citric acid.....	600 Cc.
Water, enough to make.....	3600 Cc.

Heat about 1500 Cc. of water to a temperature of from 150° to 160° F. While the water is warming break up the crystals of citric acid in a mortar and rub up with them the magnesium carbonate. Then pour on a small quantity of the warm water at a time, triturating briskly, and as the effervescence quiets down add more water.

In this way the carbon dioxide is soon driven off. When the solution is clear strain through muslin or paper, add the syrup of citric acid and sufficient water to make the whole measure 3600 Cc. Then pour into bottles and add to each one 2.5 grammes of potassium bicarbonate just before corking.

A convenient form of potassium bicarbonate to use is the 40-grain tablets offered by the larger pharmaceutical manufacturers.

What Sweet Oil Is.

The P. Drug Co. writes: "How can we make sweet oil?"

Before the enactment of the Federal Food and Drugs Act it was the practice of many druggists to label

cottonseed oil, or a mixture of cottonseed and olive oils, as "sweet oil." A careful consideration of the subject by the proper authorities has led to the conclusion that the only oil to which the term "sweet oil" may be correctly applied is olive oil. It is held, therefore, by the Board of Food and Drug Inspection, that any oil other than olive oil is misbranded when sold under the name of "sweet oil." It is not permissible, for example, to label cottonseed oil as "sweet oil" and then elsewhere on the label to describe correctly the true character of the oil.

To answer your question plainly: you can make "sweet oil" only by expressing it from olives.

Fire-extinguishers in Powder Form.

C. & J. ask: "Will you print a formula for a fire-extinguisher in dry powder form?"

Many of the so-called powder fire-extinguishers depend upon the action of common salt, sodium bicarbonate, or sand, or mixtures containing them, to put out fires. Here are a couple of formulas for such compounds, taken from the literature:

1. Sodium chloride, 4 parts; sodium bicarbonate, 3 parts; sodium sulphate, 1 part; calcium chloride, 1 part; sand, 1 part.

2. Sodium chloride, 3 parts; ammonium chloride, 3 parts; sodium bicarbonate, 4 parts.

The mixed powders are thrown directly upon the burning article when it is desired to smother a blaze.

Elixir Buchu and Hyoscyamus Compound.

M. E. R. writes: "Can you supply me with a formula for elixir of buchu and hyoscyamus compound, containing buchu, uva ursi, pareira brava, hyoscyamus, hops, potassium acetate, and spirit of nitrous ether?"

You might experiment with the following:

Fluidextract of buchu.....	1 fluidounce.
Fluidextract of uva ursi.....	$\frac{1}{2}$ fluidounce.
Fluidextract of pareira.....	2 fluidrachms.
Tincture of hyoscyamus.....	$\frac{1}{2}$ fluidounce.
Fluidextract of hops.....	2 fluidrachms.
Potassium acetate.....	4 drachms.
Spirit of nitrous ether.....	3 fluidrachms, 20 minims.
Glycerin.....	4 fluidounces.
Aromatic elixir, enough to make.....	16 fluidounces.

We regret that we are unable to supply a formula for the proprietary liquid you mention.

A Photographic Flashlight.

A. S. D. asks: "What is the composition of the flashlights used by photographers?"

The following is said to produce a flash of 20,000 candle-power:

Finely powdered magnesium.....	20 parts.
Barium nitrate.....	30 parts.
Flowers of sulphur.....	4 parts.
Beef suet.....	7 parts.

The magnesium and the barium nitrate, both in very fine powder, are mixed, the sulphur added, and the whole passed several times through a very fine sieve. The suet is then melted, and the powder thoroughly worked into it.

The product is packed into a zinc box about 3 inches in diameter and 4 inches deep. A box of this size will hold about a pound of the mass.

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THE MONTH'S HISTORY

THE MONUMENT TO WM. PROCTER, JR. Sixteen years ago a committee was appointed by the president of the American Pharmaceutical Association to collect sufficient funds to erect a monument to the memory of William Procter, Jr., often termed the "Father of American Pharmacy." John F. Hancock, of Baltimore, has served as chairman of that committee during the entire period of its existence.

In 1914, it was reported that the required amount had been raised, the money coming in small amounts from all over the United States, thus being truly representative. The sum of \$8000 was available. It was planned, however, to secure the consent of Congress to place the monument in the Smithsonian Institute grounds at Washington, and also to get Congress to appropriate \$2000 for a suitable base or pedestal; and to that end a bill, known as H.

R. 11076, has been introduced in the House of Representatives.

Chairman Hancock, Prof. Remington, E. G. Eberle and others have appeared before the committee to which the bill has been referred, and members of this committee did not hesitate to remind them that Congress receives calls for similar appropriations which average in the neighborhood of \$16,000,000 a session; moreover that certain Treasury statements "indicated a hole to the extent of about \$57,000,000."

Therefore it will be seen that some active work is yet necessary; and it is now being urged that druggists write to their congressmen in behalf of the bill, which must be brought out of committee and strenuously pushed, if it is to pass. The cause is a good one; let every man do what he can to assist Chairman Hancock and the other members of the committee.

* * *

A BIG WHOLESALE MERGER.

A consolidation of unusual importance has been announced—that of three large wholesale houses in the State of New York: Walker & Gibson, Albany; C. W. Snow & Co., Syracuse; and the Gibson Drug Co., Rochester.

A new holding company has been formed, known as the Gibson-Snow Company, Inc., having a capital stock of \$1,000,000. Charles Gibson, of Albany, president of the National Wholesale Druggists' Association, and formerly president and treasurer of Walker & Gibson, is president of the new company; Charles W. Snow, of Syracuse, is first vice-president; Nelson P. Snow is second vice-president; and William W. Gibson is secretary and treasurer. Each business is to be conducted separately, as heretofore. The new company will have thirty-six traveling salesmen who will cover Ohio, Pennsylvania, Massachusetts, New Hampshire, Vermont, and parts of Connecticut, as well as New York State. It is estimated that the first year's business will be in the neighborhood of \$4,000,000.

**THE GOLD-
WATER ORDINANCE
AMENDED.**

Influences back of the Goldwater formula-disclosing ordinance evidently came to the conclusion that the phraseology of their measure called for a little more than any court was likely to allow. At any rate, the ordinance has been revised somewhat, the revision consisting of the deletion of two phrases, the absence of which largely emasculates the ordinance. It will be remembered that according to the old wording the Board of Health was given arbitrary power to deny registration to any "patent" medicine which did not meet with its approval; also that labels and advertising matter should be passed on and approved by the Board. The revised version does away with all this; in no instance does the remodeled ordinance authorize the Board to either grant or withhold its approval. The measure therefore becomes merely a device to compel manufacturers to list their preparations and disclose the active parts of their formulas—to which a great many manufacturers do not object in the least. What they do object to is a group of men setting themselves up arbitrarily as a court of justice; for under the measure before it was remodeled the Health Board had power to refuse to grant registration to a preparation if the "Director of the Bureau of Food and Drugs" and the "Sanitary Superintendent" did not "approve" of it.

Just what effect these changes in phraseology will have on the three suits now pending (mentioned in detail in the February BULLETIN) it is hard to say. Both sides are at work, but the day for final hearing has not yet been set.

* * *

**THE
HAMILTON-FERTIG
BILL.**

That the promoters of the Goldwater ordinance are not altogether idle, however, is shown in a number of ways, one of them being the introduction of a bill into the New York legislature known as the Hamilton-Fertig bill. What has been deleted from the ordinance under discussion has been made the vital part of this new bill. It is proposed to clothe the State Commissioner of Health, "who must be a competent physician," with power to fix standards of drugs.

Thus would be set up another arbitrary court, a State one instead of a municipal one, but with powers perhaps a little broader than those conferred by the Goldwater ordinance.

The Kings County Pharmaceutical Society, as well as other New York pharmaceutical associations, have come out against the proposed law, holding that it would "destroy the present concentrated control and supervision of pharmacy by the State Board," and that the pharmacists would "thereby be placed under the orders and supervision of two separate State departments." Especially is it contended that no one man, or any group of men, no matter how worthy, should have power to fix standards.

Thus the battle-front changes to Albany; and an interesting side-light may be noted in the fact that propaganda material in favor of the Hamilton-Fertig bill is being sent out in envelopes bearing the imprint of the New York senate.

* * *

**THE MAY 1
HARRISON LAW
RULING.**

Druggists should not overlook the fact that with the beginning of May a New Treasury Decision goes into effect—new in the sense that it will not be enforced until the date mentioned. This is an amended form of T. D. No. 2244, issued last October. It will be recalled that so strenuous were the objections to the requirements of this ruling as it originally appeared that it was not put into force, but a hearing was held in Washington and the matter given detailed consideration. The rigors of the decision have been reduced somewhat, but it is still rigorous enough. Briefly stated, these are the requirements:

Beginning May 1, when any of the narcotics covered by the Harrison law are ordered, it will be necessary to state on the order form how much narcotic drug to the ounce the product or preparation contains. If the item ordered is a pill or tablet, it will be necessary to state how much of the involved narcotic is contained in each pill or tablet. For examples we will use the illustrations employed last month: "Fluidextract of White Pine for Syrup, morphine sulphate 1 grain per fluidounce," and "100 Pill Anodyne (morphine acetate 1/20 grain)."

Such a course must be followed when the preparation or substance ordered is not an N. F. or a U. S. P. preparation. In case it is one of these, then the detailed narcotic statement may be omitted and the designating letters "N. F." or "U. S. P." may be used in its stead. The narcotic content need not be stated.

It must be remembered, also, that it is unlawful to order items other than narcotics on a government form. A physician's buggy case, for instance: the case itself must be ordered on an ordinary blank, the narcotics on a narcotic order form. The two must be separated.

* * *

LAWS AND DEPARTMENTAL RULINGS.

Lawyers contend that there is a vast difference between an act of Congress and a departmental ruling based on the act. For instance, the definite provisions of the Harrison law are one thing, and a Treasury Decision quite another. The latter represents a combination of a department's opinions, interpretations and regulatory provisions, and might or might not be upheld by court decision.

Of course all this is quite obvious; one does not need to be a lawyer to comprehend it. Nevertheless, the average man feels that it is best to be guided by departmental rulings as long as they stand. He does not feel that it would be wise to enter into costly litigation with the government.

And sometimes such rulings stand for a long time before they are strenuously questioned, a case in point being an issue recently determined by Judge Anderson in the United States District Court at Chicago, in which certain standards set up by the Department of Agriculture under the Food and Drugs act were declared unwarranted and therefore illegal. The standards related to the strength, grade and quality of food products, and were promulgated in June, 1906, nearly ten years ago.

* * *

NO LEGAL FOUNDATION.

A spice company was prosecuted for alleged failure to live up to requirements, in that their extracts of peppermint and orange did not contain the 3 and 5 per cent, respectively, set as standards by the department. Judge Anderson dismissed the case, holding that in so far as foods were concerned the law itself imposed no definite restrictions other than that such products should contain no injurious or substitute adulterants and no diluents, and that the department had exceeded its authority when it supplied what it may have deemed a deficiency in the law. The ruling carried with it "great moral force," the court held, but no actual legal foundation.

The effect of this decision, if allowed to stand, will be to nullify the food section of the act to a great degree, for without definite standards the activity of the department must necessarily be very much curtailed. It is understood that a new test case is being arranged in such a way that the point may be brought before the United States Supreme Court.

* * *

A GOOD PLACE TO MEET.

The annual meeting of the Washington State Pharmaceutical Association will be held on board a commodious ocean steamer, the date being June 19 to 22, inclusive. The boat will clear from Seattle, and stops will be made at Tacoma, Bellingham, Anacortes, and Vancouver, B. C., as well as at other points on the Sound. The extremely low rate of \$10 for the trip has been secured, which includes a comfortable state-room and good dining-room service.

* * *

NEW QUARTERS.

A Chicago commercial paper is authority for the statement that a new six-story building is to be constructed for the Fuller-Morrisson Company, wholesale druggists, and that the company has taken a lease for 25 years and three months, the total rental for the term being \$669,125. The building is to be located on the northwest corner of West Randolph and Clinton Streets, and will be ready for occupancy February 1, 1917.

Since the merging of Morrisson, Plummer & Company and Fuller & Fuller, the result being the Fuller-Morrisson Company, the new firm has found its present quarters inadequate to meet the requirements of the business.

* * *

A NEW TREASURY RULING.

On January 19, a committee appointed by the National Drug Trade Conference consisting of Prof. Beal, Samuel C. Henry, and Chas. M. Woodruff appeared before the Commissioner of Internal Revenue and voiced its objection to the restrictions imposed by Treasury Decisions No. 2244 and No. 2213. A slight modification of No. 2244 was announced within a few days, and becomes effective May 1, as stated elsewhere in this issue of the BULLETIN; but it is only recently that the Commissioner's decision with reference to No. 2213

has been made known. A slight modification was granted in this case, also, but the concession is so slight, indeed, that it amounts to very little—and so hazy, in addition, that it appears absolutely impossible to comprehend it.

Treasury Decision No. 2213, it will be recalled, relates to the filling of prescriptions. The committee asked that prescriptions calling for small quantities of narcotic drugs be included in the exemptions under Section 6 of the act, and that druggists be allowed to fill such prescriptions, and to refill them, without regard to the Harrison law.

The ruling starts off with the statement that "Section 6 does not apply to extemporaneous prescriptions;" in other words, we take it, to prescriptions which must be compounded. But a little farther along in the ruling we encounter this paragraph:

"The refilling of a narcotic prescription for an exempted preparation or remedy, as herein defined, combined with other non-narcotic medicinal agents, with a consequent further dilution of the mixture, will be permitted."

It would seem, therefore, that the refilling of a prescription that was not exempted in the first place "will be permitted," quite regardless of the fact that the act of compounding is involved. However, before attempting too detailed an interpretation, it is safest to await further advices from Washington.

A. PH. A. DATES ANNOUNCED.

Dates on which the 64th annual meeting of the American Pharmaceutical Association will convene have been announced—September 5 to 9. The first Council session will be held on Monday, September 4, at 7:30 P.M., the first general session on Tuesday, and the final general session on Friday, September 8, at 2 P.M. The 1916 meeting will be held at Atlantic City, N. J.

The American Conference of Pharmaceutical Faculties and the National Association of Boards of Pharmacy will meet at Philadelphia on Thursday, Friday, and Saturday of the week preceding.

* * *

SENSATIONAL NAR- COTIC REPORTS.

One reads with amusement—frequently amazement—the press reports of narcotic activities. The subject lends itself to sensationalism, and newspapers do not let such opportunities escape them. If a man is caught with three or four heroin tablets concealed in his boot-leg, straightway he becomes king of a narcotic ring with accredited branches in all large cities.

Dope Rings and Black Hands—what would the newspapers do without them?

A case in point is the sensationalism recently attaching to the arrest of a man in the shipping department at the laboratories of

TO APPEAR SOON IN THE BULLETIN.

One or two prize collections of druggists' show-cards—very helpful for those who are anxious to get up something effective.

"Cashing in on a Hobby"—how a wise druggist took one of his pleasures and turned it into money.

An article from a live manager describing ways and means used by him in increasing his candy sales.

The fifth and last paper in the series by Mr. Whitehead—this time on the subject of salesmanship.

"What Is the Most Interesting Department of My Store"—three very readable and suggestive papers.

"Little Helps in Promoting Business"—schemes and wrinkles devised by a clever dealer for the upbuilding of trade.

The first of a series of articles on the new Pharmacopœia, written by an expert.

"How to Meet Big Competition"—three prize papers resulting from our recent contest.

"How I Advertise My Drug Business"—one of the best things we have had in many a day.

A paper from an experienced druggist-advertiser who tells all about the movie slide as a medium of publicity—the latest word on the subject.

Three readable and entertaining narratives in which druggists confess to dispensing errors made in their younger days.

Parke, Davis & Co., Detroit. The first report that appeared charged the thief with having looted his employers of \$600,000 worth of narcotics, and credited the government with a very clever piece of detective work. The facts are that about \$800 worth of narcotics was stolen, and that about \$600 worth of this was recovered. More than that, it was Parke, Davis & Company's own house detective who handled the case, merely calling on the local police department to arrest the man when a search had revealed the goods in his room.

The young man promptly confessed. He proved to be an ex-inmate of the prison at Jefferson City, Missouri, and had been in the employ of Parke, Davis & Company but a short time.

* * *

A special counsel attached to the attorney-general's office in Iowa has advanced the opinion that under the State Pharmacy law, neither a general merchant nor a wagon peddler can lawfully sell medicines containing either alcohol or poisons. If this interpretation can be made to hold, it would seem that the competition of itinerant venders is pretty well blocked.

* * *

The Supreme Court of the United States has upheld the right of individual States to tax coupons, trading stamps, and other similar devices. This opens the way for legislatures all over the country to pass such regulatory measures as may be deemed best for the protection of small retailers.

* * *

The initial meeting of what is termed the World's Salesmanship Congress will be held in Detroit, Michigan, July 9 to 13, inclusive. It is stated that master salesmen from all parts of the world will be at the congress, and many noted men will be on the program.

* * *

It will be recalled that a decision rendered in the District Court, Buffalo, New York, classed the Eastman Kodak Company as an illegal monopoly. The Eastman Company has appealed to the United States Supreme Court.

* * *

J. Leyden White has been retained as Washington correspondent for the N. A. R. D. It will be recalled that Mr. White tendered his resignation some time ago.

PROFITS AND EARNINGS

A JEWELRY DEPARTMENT.

Druggists who carry jewelry, with a watchmaker in charge, will be interested in this statement. It covers a jewelry department in a Pacific Coast store, the drug business not being taken into consideration at all.

The total sales are shown to be \$3720.85 for the year. The gross profit is \$2056.75, and the expenses \$1623.60, leaving a net profit of \$433.15.

Expressed in percentages, the gross profit is 55.2, the expense 43.6, and the net profit 11.6.

In a letter which accompanies the statement the druggist says:

"I hire a watchmaker for \$26 a week and he looks after our jewelry business. I charge up

1 Cash received from all sales and book accounts	\$3632.60
2 Book accounts beginning of year	\$367.75
3 Book accounts end of year	\$436.00
4 Difference in book accounts	\$68.75
5 Net sales for the year	\$3720.85
6 Inventory of stock beginning of year	\$3532.51
7 Purchases during year	\$1271.95
8 Total cost of merchandise	\$4804.46
9 Inventory of stock end of year	\$3190.40
10 Net cost of merchandise sold during year	\$1654.10
11 Gross profits	\$2056.75
12 Current expenses	\$1623.60
13 Net profits	\$433.15
14 Total income from business	

\$20 a month rent against this department and apportion the other expenses. Our jewelry business must stand on its own feet.

"You will notice that the percentage of gross profit is high. This is explained by the repair work we get, which amounts to something over \$100 a month, and is far more profitable than prescription business. I would not advise any one to take up jewelry as a side-line, though, unless he is sure of a reliable watchmaker and engraver, for otherwise he will have a small elephant on his hands."

This man seems to have found a reliable watchmaker, and seems to be doing as well as he could expect to do. Jewelry, with him, is a profitable side-line.

A CALIFORNIA STATEMENT.

We have had to work this statement over a little, and our correspondent may not recognize it at first glance.

In a letter which accompanied the blank,

"California" said that he had omitted from his calculations two items—cash discounts amounting to \$237.07, and "interest on investments at the local rate of 8 per cent. I wanted to see how you treat these items," he states.

Well, the first item—the cash discounts—we treat by subtracting the amount (\$237.07) from the cost of goods bought during the year. No one can dispute the correctness of such a course: the goods cost just that much less money.

However, there are those who are inclined to take issue with us in the matter of charging interest on the investment. The BULLETIN contends that to do so is an abomination unto the Lord. We contend that interest should *not* be dragged into the accounting. It does not belong there. This point has been discussed a number of times in the BULLETIN and space will not permit us to go into it here. Let it be enough to say that according to our system of accounting, "California" did the right

1. Cash received from all sales and book accounts.....	\$ 22144.88
2. Book accounts beginning of year.....	\$2000.00
3. Book accounts end of year.....	\$1734.40
4. Difference in book accounts.....	\$ 265.60
5. Net sales for the year.....	\$21879.28
6. Inventory of stock beginning of year.....	\$ 8242.58
7. Purchases during year.....	\$12774.83
8. Total cost of merchandise.....	\$18716.58
9. Inventory of stock end of year.....	\$ 8568.12
10. Net cost of merchandise sold during year.....	\$12148.46
11. Gross profits.....	\$ 9730.82
12. Current expenses.....	\$ 7469.72
13. Net profits.....	\$ 2261.10
14. Total income from business.....	\$.....

thing: when he omitted this item from his calculations.

We find that our correspondent's business yields a gross profit of 44.4 per cent, that the percentage of expense is 34.1, and that the net profit is 10.3. This is an excellent showing, when it is known that the proprietor drew out a salary of \$2700 for the year.

A KANSAS STATEMENT.

We fear that this statement presents a few inaccuracies—not visibly, but underneath the record. Our correspondent has supplemented the regular form with a statement made out in his own way, and it is on this that we encounter a number of peculiarities.

For instance, he supplies us with a detailed expense account, and on this we do not find the item "depreciation." Ten per cent of the inventorial value of the fixtures should be written off each year and charged to expense. Fixtures include the soda fountain. Five per cent of

the stock should be written off, likewise, and charged in the expense account.

Then, again, all merchandise sold during the year should be entered on its proper place on the blank, whether the goods have been paid for or not. What the store owes is not taken into consideration at all in a statement of this character. We concern ourselves only with this question: has the store been run on business principles during the year? We merely analyze a year's business, as such. The proprietor's or the store's financial condition—that

1. Cash received from all sales and book accounts.....	\$ 15758.40
2. Book accounts beginning of year.....	\$ 800.15
3. Book accounts end of year.....	\$ 708.10
4. Difference in book accounts.....	\$ 105.95
5. Net sales for the year.....	\$15884.35
6. Inventory of stock beginning of year.....	\$ 5509.90
7. Purchases during year.....	\$ 9411.13
8. Total cost of merchandise.....	\$14921.03
9. Inventory of stock end of year.....	\$ 5786.77
10. Net cost of merchandise sold during year.....	\$ 9134.26
11. Gross profits.....	\$ 6730.09
12. Current expenses.....	\$ 4328.23
13. Net profits.....	\$ 2407.86
14. Total income from business.....	\$.....

is another matter entirely. What we are trying to arrive at is (1) has the store charged enough for what it has sold—determined by the gross profit; (2) have expenses been kept down to a safe level; (3) has there been a sufficient margin of net profit?

These facts should not be lost sight of.

In the case under discussion, if we take the figures as they stand, our correspondent has made a gross profit of 42.4 per cent, his expenses have been 27.2, and he has made a net profit of 15.2 per cent.



An Editor's Responsibility.

ABOUT PEOPLE

DEATH OF CHARLES H. McCONNELL.

In many respects Charles H. McConnell, late of Chicago, was a remarkable man. First making a fortune in the show business, then losing it, and afterwards succeeding only indifferently in various other activities, he entered the drug business as a rank outsider after he was fifty years old. His capital at that time was Nerve. Always plausible and impressive to a degree, he got the banks inter-



CHAS. H. McCONNELL.

ested and they even stood by him during a period of receivership that resulted when the panic of '93 and '94 struck the country a year after the enterprise was started.

Before long Mr. McConnell pulled out, however, and he ultimately established a business at 122 North State Street, in Chicago, of a very prosperous type. The daily volume of trade grew to exceed a thousand dollars. The entire left side of the salesroom was devoted to the prescription department, from the front window back to the rear, and something like four or five hundred prescriptions were dispensed daily. It was said ten years ago that Mr. McConnell realized a net profit of \$30,000 a year—and he built it all up after he was fifty years old!

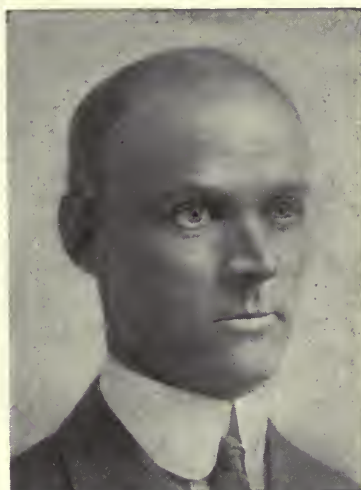
He was a man of great originality, but it

must be confessed that he was not popular with druggists. He was wont to buy large space in the newspapers and fill it with attacks on substitution and other evils alleged to be practiced by many members of the calling.

It was a source of pride with Mr. McConnell that he served during the entire Civil War in the Twenty-fourth Michigan Regiment. He was never tired of telling about the famous "Iron Brigade" of which the Twenty-fourth Michigan Regiment formed a part. Over six feet tall, erect in carriage, dignified to a degree, he looked the part, and he was a man of striking characteristics in general. He was about seventy-four years old at the time of his death.

RECENTLY MARRIED.

Samuel E. Strong and Mrs. Ruth S. McMillin were married on March 2, at Cleveland, Ohio. Mr. Strong is a member of the firm of Strong, Cobb & Co., wholesale druggists. He has been treasurer of the National Wholesale



SAMUEL E. STRONG.

Druggists' Association since 1897, succeeding his brother, who, in turn, had succeeded his father. Thus a member of the family has been treasurer of the association since it was organized in 1876.

DEATH OF WALTER H. GALE.

Walter H. Gale, a prominent figure in the drug world of Chicago, and formerly well known as an officer and leader in the N. A. R. D., died late in March.

EDITORIAL

LUCK IN BUSINESS.

We are giving space this month to a very interesting series of papers on the subject of "Luck as a Factor in My Business Career." Three of the four contributions won prizes in our recent contest.

Just how strong a factor good fortune may prove to be in the building of a career is exceedingly debatable. In the long run, of course, we get just about what we deserve in this vale of tears. As a rule luck won't do us much good unless we are trained and ready for the opportunity which luck presents.

And yet nearly every man, at one time or another, has had a piece of good fortune that has materially aided him in the struggle for place and success. It has, so to speak, cleared the way for Merit and Ability.

Some of these truths are neatly illustrated in our symposium this month. To Mr. Jenkins, at a critical time, fell a nice piece of good fortune when a wrong turn of the wheel might have thrust him back several years, and perhaps under the circumstances ruined his chances permanently. And yet who shall say that Character, as represented in himself and his family, was not the dominating factor?

In Mr. Tupper's case, we apparently have luck unalloyed. Here was an occasion where mere chance, entirely foreign to any other consideration, really gave a man an occupation, and in doing so made it possible for him to attain a comfortable success. And yet, of course, if Mr. Tupper hadn't had the brains to capitalize the opportunity, it wouldn't have done him much good.

Mr. Greenawalt evidently believes himself to be living under a lucky star, and so he seems to be. And yet, again, we see a man getting some of the good things of life because he deserves them and because other people trust him. In every one of the several occasions described by him he was selected instead of other men because he was liked and respected, and because people had faith in him. It wasn't, after all, so much a matter of luck as it was of plain desert.

Mr. Clark's recital in a sense falls outside the scope of the theme. His story isn't so much a narrative of luck as a factor in business success as it is a description of good fortune in

what practically amounted to a game of chance. It is true he won several hundred dollars, but it doesn't appear that his business life was much affected thereby. This is merely like making money in investments or speculations.

Anyway, these various recitals are exceedingly interesting, entirely apart from whatever philosophy they may suggest. We recommend them to all our readers. They will furnish a delightful half-hour.

THE DRUG SHORTAGE.

Magazines are beginning to complain, we are told, that the advertising patronage they have been accustomed to receive from manufacturers is falling off. And the reason manufacturers give for not advertising is that they are not sure of an adequate supply of raw material.

The war broke out in August, 1914, and very shortly thereafter Germany and Austria, and later Turkey, were almost entirely eliminated from the world's commerce. We depend on these countries for many finished articles and products, and also for quite a formidable list of raw materials from which we have been in the habit of manufacturing the products ourselves.

On the other hand, those countries more or less loosely banded together and denominated as the allies have been engaged day and night in the manufacture of all sorts of commodities which are necessary to the carrying on of the war. An abnormal demand developed; and into its wasteful maw has been fed millions and millions of dollars' worth of raw material.

And on top of all the rest, our own country has quickened to the unusual opportunity, and all over the land factories are belching forth a half again as much smoke as they ever belched forth before—and consuming at least twice as much raw material.

This is what has been going on for more than a year, and there could be but one result. The world's available supply of many kinds of raw material, inexhaustible though it may have seemed in the first place, is running out. We are facing a raw material shortage in many lines.

What is true in other fields of commercial activity is much more emphatically true in the drug world. Our supplies of drugs and chemicals covering a wide range are being depleted, and in many cases the prospect of securing

enough to supply prospective demands isn't at all encouraging.

This situation is not very alarming, however, when viewed broadly. There is nothing on the shortage list that we can't get along without, in so far as actual and indispensable needs are concerned.

But nevertheless we can see the position that manufacturers are in. The situation is one of great perplexity and uncertainty. Manufacturers surely would not care to exploit products they couldn't supply for some time to come. And then there is the matter of price. Taken as a whole, the market is steadily advancing.

THE DECIDING VOICE.

Addressing a meeting of the New England Rexall Clubs, Louis K. Liggett, head of the United Drug Co. and the Liggett chain of drug stores, stated that competition between the Liggett and Riker interests had "led to a waste of money to an amount probably between \$2,000,000 and \$3,000,000."

This is loose language—Mr. Liggett made no attempt to be specific or definite. The idea he sought to drive home was that rivalry begot economic waste, and that the way to check such waste was to combine the rival institutions.

There can be no question as to the effectiveness of this method. But with combination comes added responsibility. The larger the concern the more quasi-public it becomes; and the far-distant millennium—there seems to be no escaping it—must be a modification of what our socialistic friends look forward to.

On the other hand, the rank and file of retailers do not view with favor mergers of this character. They fear the power which the accumulation of so much capital places in the hands of a few men, and Congress and all our State legislatures are constantly being asked to check either the growth or the progress of such combinations.

"Waste must be eliminated," say the captains of industry and the economists.

"Greed must be checked," says the independent, and the reformer joins in the cry.

Meanwhile the "ultimate consumer" keeps right on consuming; and out of it all, in the end, must come that condition which is the most advantageous to his interests. He is in the majority.

THE CLASS IDEA DANGEROUS.

The editor of the BULLETIN was present at a meeting of druggists recently, and the Stephens-Ashurst bill was one of the topics up for discussion.

A great deal was said by the different speakers on the benefit the druggist would derive were the bill to become a law. Those who contributed to the discussion seemed almost unanimous in the opinion that druggists as a class should stand solidly back of the measure and, still as a class, should pass resolutions, send telegrams to congressmen, etc.

Then Charles F. Mann took the floor. He pointed out that Congress was not particularly interested in the druggist as a class, and that too much activity in which the class idea was emphasized would do more harm than good. "Congress is going to take a broad, comprehensive view of the situation," he said, "and if the bill is passed it will be because it is deemed best for the American people in general."

What Mr. Mann said is doubtless a forecast of what will actually happen, and the lesson is that we shouldn't make our appeals too narrow. Perhaps, as the matter now stands, the most effective work that could be put back of the Stephens-Ashurst bill would be for druggists to get their friends—those outside of any trade activity—to say a good word for it to their congressmen. And it may well be that a price-maintenance bill will not find favor at Washington until it has received just this kind of support.

MORE QUESTIONS WANTED.

We have run out of questions for the department of Monthly Prize Questions and Answers, and we are writing this editorial to invite some new topics.

We pay \$1.00 promptly, by return mail, for every question that we accept and use. Sometimes it happens, though not often, that substantially the same question will be contributed by two people, in which event, if the question is accepted, we give payment and credit to the man whose letter bears the earliest date.

Please come forth with your suggestions, and let us see if we can't get some unusually live topics for discussion in this popular department of the BULLETIN.

One dollar for every accepted question.



This is the home of a druggist at Hopkins, Minnesota—Joseph R. Hofflin. A part of the residence and a portion of the grounds are shown.

A view of a log cabin on Mr. Hofflin's place, known as the "Children's Cottage," built in 1889—twenty-seven years ago.



The beautiful residence of a Canadian druggist—Frank Cowles, Edmonton, Southern Alberta. The grounds are unusually attractive.

Carlton B. Wheeler's store, Hudson, Massachusetts. Mr. Wheeler, who is a Trustee of the Massachusetts College of Pharmacy, also owns another store at Marlboro.



E. A. Perrenot and son enjoying a little respite from business cares. Mr. Perrenot, who is a frequent contributor to the Bulletin, is in the drug business at Riegelsville, Pa.

The John S. Blake Drug Company's store, Charlotte, North Carolina. This store has recently been remodeled and is splendidly located. Charles B. Smith is manager.





Banqueting the Clerks.

Once a year the employees of Murgittroyd's two stores, Spokane, Washington, are given a joint banquet by the management. At the last one E. V. Coull, seated at the head of the table, was toastmaster. Mr. Murgittroyd sat facing the toastmaster when the picture was snapped.



The Veterans.

Here are 29 members of the Chicago Veteran Druggists' Association, the picture being taken at a celebration of Dr. T. N. Jamieson's birthday. Seated, left to right: W. K. Forsyth, H. Weber, John Blocki, T. Schmid, President A. Scheerer, C. Grassley, Honorary President O. F. Fuller, Carl Abrahamson, Wilhelm Bodemann, A. Fechter, O. G. Hottinger, J. E. Grubb, G. P. Engelhard. Standing, first row: Fritz Kellett, Hugh Craig, G. Quales, R. Voge, R. Rhode, Dr. Olavik, Dr. I. Hottinger, B. Hoelzer, F. Schraage, Fritz Schmidt. Back row, standing: E. Von Hermann, H. Fry, C. A. Storer, J. J. Chwatal, Joe Forbrich, and Thomas Potts.



Memorial Arch in Western China, 2000 miles from the sea. The picture is supplied by F. L. Robbins, Parke, Davis & Company's representative in China.



A traveling man in China encounters many hardships. Here we have a picture showing how baggage is carried around treacherous rapids in the Yangtze river.



John H. Pearson, a druggist at Humboldt, Tennessee, while enjoying a vacation down in Louisiana, went fishing one morning before breakfast. This is what he got.



An unusual drug-store front—the "La Fé" Pharmacy, Ciego de Avila, Cuba, Antonio Hernandez, proprietor. Last month we presented an interior view of this store.



Sweet Dreams!

Combating the Five- and Ten-cent Stores.

That druggists do not fear the competition of these stores seems to be indicated by the tone of the papers we are printing this month. All five men look upon such competition as an incentive to make them hunt for additional outlets and better ways for disposing of their merchandise. Schemes for getting the five- and ten-cent business that have been tried out in active practice, as well as methods that should result in increased sales, are described in a profitable way, and the information may prove of value to druggists who feel that they are not getting the returns they should from the small-price merchandise in their stocks.

PRIZE ARTICLE: THREE METHODS THAT WIN CUSTOMERS.

By CHARLES L. REED.

To my mind there are three distinct and equally important methods of competing with five- and ten-cent stores. They are:

1. By the proper display of goods.
2. By featuring quality and not quantity.
3. By inciting faith in the druggist's judgment.

Many drug-store articles retail at the same price as in five- and ten-cent stores, but ordinarily they are not displayed to such good



Charles L. Reed.

advantage. If they were most people would, of course, prefer to buy their drugs and drug sundries from a pharmacist. Instead, however, these people patronize the five- and ten-cent stores because they see in those places large quantities of the goods effectively displayed.

It is up to the druggist to show his goods in a manner just as attractive. He will then get the business—his share of it, at least.

A window display, featuring five- and ten-cent articles, will not fail to attract the people in the street and make immediate customers

out of many of them. I have such a display in operation now, a window filled with five- and ten-cent packages of cough lozenges. The most of our calls for cough remedies this week have been for lozenges. During the week that we featured cough syrups, our sales were mostly of syrups, very few cough drops being called for. People buy what is shown them.

CONSPICUOUS DISPLAY HELPS.

Another selling scheme that I employ is to keep on a small counter a heterogeneous collection of five- and ten-cent articles. These displays attract many customers for inexpensive merchandise.

In competing with the five- and ten-cent stores, however, the whole of the battle consists not in selling as many cheap articles as they, but in selling many of the cheaper goods and many more of the better grades which represent a greater value to the purchaser and a higher percentage of profit to the druggist.

It is the mark of a good salesman—the drug-store kind—to persuade customers that quality and not quantity is the important point to consider in buying drugs and sundries. When asked for a certain ten-cent article, such a clerk shows it immediately. At the same time he also shows the better article, explaining the difference and telling frankly and honestly why it is advisable to buy the merchandise of quality.

If he features quality in every sale and if his reasoning is clear and logical, the customer will take the better goods nine times out of ten. And in the tenth instance the cheaper article can be disposed of.

INCITING CUSTOMER CONFIDENCE.

However, what to me seems the very essence of good salesmanship is the art of inciting customers' faith in our judgment. Much depends on the way a customer is received when he enters the shop, and on knowing how to take him and make him understand that his particular purchase is of especial interest to us.

This method of competing with the five- and ten-cent stores is one for which those concerns have no definite comeback. They are "volume-of-sales" institutions selling hundreds of different articles and employing numerous rather poorly-paid clerks of little sales-creative ability—mostly girls who have no desire to make the business their life-work and who, therefore, strive to please the boss only enough to hold onto their jobs until prospective husbands come to view.

Employees in such stores do not and cannot get to know their customers as individuals and make them feel that they are remembered and their purchases appreciated.

The druggist and his clerks, in most instances, should and do remember customers—their individualities and peculiarities—their likes and dislikes—what they are in the habit of buying—and make them feel that they are important to the store.

Eventually these people can be brought to come to the drug store for articles formerly purchased from the five- and ten-cent stores, for they will finally have come to see that the druggist can sell the same goods at the same price, better goods at a higher price, and all goods at a fair price.

QUALITY AND SERVICE ARE EFFECTIVE WEAPONS.

BY GEORGE D. JOHNSON.

On one of the busiest corners of an eastern city of over 350,000 population is a drug store. It is in the very heart of the retail district. All around it are big department and general stores carrying cut-rate drug lines, and branches of two or three of the most prosperous five- and ten-cent stores offering cheap toilet articles. A block away is an aggressive chain drug store.

This druggist not only stays on a corner where his rent is tremendous, but his business grows. He is subjected to the sharpest kind of competition, and he thrives on it.

He is one of these old-fashioned fellows who impress you with the idea that he is in business to serve the public. He has kept in step with progress without sacrificing any of the dignity of his calling. His customers have confidence in him and in his store. They know they can depend upon anything they purchase from him, and they know that they do not have to pay more than they would in one of the sensationally advertised places.

Competition never scared this druggist. It rather stirred him on to greater achievements.

And there is no reason under the sun why druggists in any city should wince at the competition of general and five- and ten-cent shops.

PATRONS LIKE TO HANDLE STOCK.

If the druggist studies the methods of five- and ten-cent stores he will find that they attract people to their establishments by means of window displays and then arouse a purchasing desire by having the stock out where the visitors can handle it. The woman who can pick up a cake of toilet soap or a can of talcum powder in her own hand and look it over is more likely to become a buyer than the one who views the article through glass or sees it on the shelves. The five- and ten-cent store is appealing to the customer through three senses—seeing, feeling, and hearing—and that is always better than an appeal through the sense of sight alone.

The general store and the five- and ten-cent store are striving for the distinction of being centers of cheap trading. The druggist can aim for the distinction of conducting a quality store, where the discriminating may purchase high-grade articles and pay no more for them than in the ordinary shops.

Quality and service are the druggist's most effective weapons for successful competition. Let him appeal to the customer's sense of caution, ever preaching in his store talk and in his advertisements that it is safe to use anything purchased in his store.

The druggist will find a counter of seasonable articles, attractively priced and placed in a prominent part of the store, where all who enter may handle them, a factor in competing with the cheap shops.

DAILY SPECIALS.

He should have these articles (changed daily) displayed for a few weeks before even mentioning them in his advertisements. He should not treat them as sensational offerings, but as a part of the service he is rendering. After customers start talking about them, he may mention them incidentally in his advertisements.

Let him tell the readers of his announcements that yesterday's customers were able to buy 25-cent tooth-brushes for fourteen cents; that to-day they are buying 40-cent candy for 29 cents, and that every day a new special is

displayed. Now and then he can have a regular ten-cent-store article on the table for seven cents, but he should avoid the sensational methods of the cheap stores.

There is no need to be lavish with advertising expenditures. Many a careful advertiser can tell his message more effectively in three inches of newspaper space than can another in a whole page. It is not the space that counts so much as the confidence that the announcement inspires.

An advertisement that is a personal chat upon one subject is more effective than an announcement that tries to cover everything in the store.

The druggist who offers quality and service and impresses upon the public the idea that dependable goods may be purchased in his store at prices no higher than the ordinary shop charges, need not fear the competition of five- and ten-cent or any other stores.

THE GOODS IN ONE PLACE.

BY WM. G. GREENAWALT.

Not long ago a friend of mine who was about to open a new hardware store was discussing with me the possibilities for getting business. I thought of the many articles in his line which were being sold in the five- and ten-cent stores because the people, instead of going to the nearest hardware dealer, had acquired the habit of looking to those stores to supply their wants.

I suggested to my friend that if he would arrange, and advertise, a five- and ten-cent counter he could probably build up a profitable business, and make many a sale which otherwise would go to the five- and ten-cent or department stores.

That evening I smiled as I recalled the conversation. I smiled because there came into my mind the question: "Why don't you take your own advice?"

I reviewed all the reasons and arguments which I had advanced, and which should apply equally as well to drugs as well as hardware, and decided to practice what I preached.

I had long since realized that five- and ten-cent stores were making inroads in the drug field, but felt powerless to prevent them. I had seen them making great displays of toilet articles—goods of the same or better quality which we could offer at identical prices—and selling them to the people because they were

prominently displayed and offered at known prices. I had realized that customers were buying their supplies at these stores without even giving a thought to the fact that the same goods could be obtained at any up-to-date drug store.

A PLAN OUTLINED.

But after awakening to the possibilities of pursuing similar methods I believe that I can bring to my store many a customer who has been purchasing at the general and five- and ten-cent stores. At any rate I am going to give the plan a trial.

One side of my store, in full view of the public, is going to be given over to a display of all the various articles which can be sold for five or ten cents. Included in this show will be nickel and dime packages of spices, ten-cent flavoring extracts, tinctures, oils, liniments, frequently-called-for drugs, etc.

The various toilet articles, soaps, talcum powders, and the like need only to be assembled in order to make a good show.

By keeping our eyes and ears open we will doubtless find many profitable items which can be added to our line. There are numerous ten-cent articles which we can handle and which will attract buyers and result in increased business.

At that, however, looking for additional lines is hardly necessary, for, by going over a drug-store stock, it is surprising to find how many five- and ten-cent articles are present which are useful in the home and which can be sold at a good profit.

But best of all, perhaps, is the fact that a five- and ten-cent counter will bring in many persons who, after they are accustomed to coming into the store, can be developed into regular patrons for other and more profitable merchandise. As a business bringer the scheme has immense possibilities.

I am going after the five- and ten-cent trade.

HANDLE MORE AND BETTER SIDE-LINES.

BY W. A. HATCHETT.

I can see no good reason for any druggist to fear the competition of five- and ten-cent stores. We have many advantages over them which they can never hope to offset. We can handle all the lines in which they can compete with us, and we can handle to advantage many lines which they cannot carry at all.

The main lines on which we feel the com-

petition of the ten-cent stores are hydrogen peroxide, school supplies, stationery, toilet articles, and soaps. But even the selling of these goods need not bother us if we will grapple with the situation as it stands and combat it by aggressive methods.

If, for example, the ten-cent store is offering a twelve-ounce bottle of Blink's peroxide for a dime, we can buy a few of the selfsame twelve-ounce bottles and sell them at the ten-cent price. If, on the one hand, some of our customers are pleased with the product and it proves to be a repeater in their case—well and good. We have won customers by quantity rather than quality and achieved a reputation for selling goods cheaply. If, on the other hand, our customers don't like the cheap product, we have not indorsed it as being of good quality and can then sell them a better grade and guarantee it. Then we will be known as selling the best there is when the customer is willing to pay for it.

The ten-cent stores cannot appeal to the class which are willing to pay for goods of merit. They must confine their efforts to price alone.

DRUG-STORE ADVANTAGES.

It is needless and useless for us to worry over this kind of competition, for this is an age of keen competition in every field. And we in the drug business have many advantages over our competitors which dealers in other lines do not possess.

Never in history has there been more possibilities in the drug business than there is today. Never has there been so wide a range of side-lines for us to stock in order to tempt elusive dimes from the pockets of our customers.

We can meet—and beat—the competition of

five- and ten-cent stores by handling more and better side-lines in a manner that is impossible for the dime stores to duplicate. If our 15- and 18-dollar-a-week clerks are not real salesmen we should "can" them and get men who are able to sell the goods, for salesmanship is one of the biggest factors in the retail business to-day. If we have the right goods, salesmanship and service will win every time.

POPULAR PRICED GOODS TO THE FRONT.

By ARTHUR GEORGE.

In some drug stores when a relief clerk makes his initial appearance he must first be taken around and introduced to various hiding places before he can locate even such a commonly-called-for article as a Seidlitz powder. What should be popular-selling goods are tucked away in almost inaccessible places such as the "last drawer down" or the "highest shelf up."

When stocks are arranged that way it is little to be wondered that five- and ten-cent stores get the business. The managers of those concerns realize the importance of prominent display and show their wares on counter and show-cases before the eyes and within easy reach of every customer who enters the establishment.

But if the druggist gets away from the old-time methods of "hidden" display and forces popular-priced articles on the attention of people who enter the store he will find that ten-cent-store competition isn't much of a detriment after all.

As a starter for getting trade coming his way the druggist can go over his stock—with a fine-tooth comb, figuratively—and dig out all

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **What is your hobby?** Submitted by Nora I. Mitchell, Sparta, Mich.

2. **How do you develop young boys into efficient, reliable, and enthusiastic clerks?**

Submitted by Alfred Kristiansen, Stanley, Wis.

For the best answer to either of these questions we shall award a prize of \$5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by May 10.

We also need some new questions for this department. One dollar will be paid promptly for every accepted question.

the new, old, shop-worn or slow-moving stuff that can be sold for ten cents. It is surprising, almost, to find how many items from the average stock can be retailed for such a small sum.

Then if the most prominent case, the one near the front door, for instance, is decorated with these goods, it won't be long before they begin to move and make profits for the store.

PRICE-CARDS HELP.

A good-sized, neatly printed card of course should state the price and call attention to the values shown. After the display has run for about two weeks, a shift should be made to five-cent or perhaps to twenty-five-cent articles.

In this way much slow-moving stock can be

gotten rid of and customers will be impressed with the variety of merchandise carried by the store.

Among the articles suitable for display on such a counter are combs, brushes, hand-scrubs, sponges, soaps, vaselin, perfumes, face powders, tooth-pastes, and household drugs of various kinds in small packages. These goods are all popular sellers and in addition are articles which are featured strongly by the five- and ten-cent stores.

The whole secret, if anything so obvious can be called a secret, is to have the goods where customers can't help seeing them. And this is doubly true if the customers are women—the sex which does most of the drug-store buying.

In this department next month we shall have three answers to the question: "What is the Most Interesting Department of My Store?"

THE DRUGGIST WHO REFUSED TO WAKE UP.

BY AMOS WOODBURY RIDEOUT.

The writer once wandered into a village where there was one drug store. This village was the center of a community where many people lived and where there was much business activity. I went into the drug store and found the druggist sitting beside the stove reading a book.

It was a small, old-fashioned store. As a better protection from the weather (it was winter) the druggist had caused to be erected at the entrance a "storm-door." It helped to keep out the cold, but it may have kept some customers out also. It was not an inviting entrance.

I went outside, and as I stood there I fancied that I could see Opportunity knocking at the storm-door, not once but many times. There was a small regiment of Opportunities, in fact. They rapped at the door, they peered in at the windows, but the druggist sat by the stove reading his book. Perhaps his wants were simple and he may have made money enough—deponent sayeth not.

After a while the trolley-car came dipping and grumbling along and I climbed aboard and rode away, leaving the druggist still reading his book.

Some two years afterward I arrived in that town again—this time on a bright June morning. The old store was there, but what was that on the opposite side of the square? The plate-glass windows of a new and up-to-the-minute drug store! Ten-foot soda fountain, silent salesman show-cases, periodical stand, post-card racks, everything necessary to serve the public—these were there. Genial proprietor, too, and two clerks, and trade coming right through the door!

Just what my old friend thought about it I do not know. But he had more time than ever to read his book.

Luck as a Factor in My Business Career.

This is one of our Prize Contest topics. We are printing the three prize-winning papers, and then adding to the contribution another paper for good measure! The theme is full of human interest—unusually so. For where is the man who has not been benefited by some sudden turn of fortune's wheel? Perhaps there are some who do not believe in luck. Let them read these actual experiences.

A KIND ADJUSTER.

BY JAMES L. JENKINS.*

To some people old men's reminiscences are tiresome. Practical men perhaps should not concern themselves with the past; the present is quite enough, and the future adds still more to the score. Nevertheless I do not see how any one is going to write on this subject without going pretty well back into the past. It will, in fact, be necessary for me to go back a long way, for I am an old man now; and the greatest piece of luck that ever came to me fitted into the record when I was just fairly getting started.

There is something in human nature which possesses the young to want to break loose from home ties and do a little pioneering. Not only does the male of the species feel this inclination, but the female also; ordinarily it would not be difficult to get a newly married couple to start for any new country on the face of the globe.

My wife and I were both born and reared in the East. Everybody seemed to be heeding Horace Greeley at that time and we went, too, settling in a little backwoods town not far from Lake Michigan.

I had been employed in a drug store back home, and we had brought with us something like \$3200 in real money. Nothing could be more natural, then, than that I should start a drug store. There was no law to prevent; no law, even, requiring registration.

A NICHE IN THE WILDERNESS.

Our little town was set into a niche literally carved out of the wilderness. West of us a short distance began a patch of prairie, perhaps 30 miles across, and on this were a great many settlers. There were settlers all through the woods, also. So while the village wasn't large—something like 150—it gave every promise of developing into a fair-sized place.

For four or five years we got along somehow, and each year increased the size of our family. Our wants were comparatively sim-

ple; nevertheless they kept me scratching all the time. I concluded that the drug business was not quite enough; that I would have to branch out a little; so I made arrangements to put in a general stock, at the same time buying a building which happened to be vacant—its owner had not survived a long period of homesickness, and had decided to go "back home."

To get this building and also to fill it with goods caused me to go in debt. In fact, I became very much involved, taking into consideration all the circumstances.

But the venture proved moderately successful. I did a good business from the start, and felt fairly confident that in a few years I would be in the clear again.

Goods were bought on time more than they are now. Even then, though, creditors insisted that insurance be taken out—enough to, in a measure, protect their account. I placed \$7000 insurance on my building and its contents.

And then, one night, the big bell in the Baptist church steeple rang! When that bell pealed forth out of its order we knew what it meant!

It was three o'clock in the morning. I dressed hurriedly, as nearly every other man in the village did, and ran into the street. Most all of us belonged to our volunteer fire department.

One glance was enough. My store was afire!

Little effort was made to save the building; everybody got busy carrying out what they could of the stock. This was piled in a most disordered condition on a vacant lot across the street. The building burned to the ground.

THE ADJUSTER ARRIVES.

The next day our local agent notified the parent agency, and two days later the adjuster appeared. Our little hotel had been burned at the same time that my building had gone up in smoke, and it seemed to be up to me to take the adjuster into my home, which I did.

He was the most silent man I ever saw in my life. His mouth extended in a straight line

*Mr. Jenkins wins the first prize of \$15.

across his face and his lips were closed tighter than William J. Bryan's. His eyes were very peculiar, being of a greenish cast. I didn't like the fellow, and considered myself extremely unfortunate that so cold-blooded a specimen should be sent to settle my claim.

Before the adjuster arrived we had carted the goods into the town hall, and everything was stacked up in a hit-or-miss fashion. My neighbors had estimated that about \$3500 worth of stock had been saved.

My condition was, of course, critical—speaking in a business way. I had no right to expect to come out of it with enough to meet my loss. If after everything was cleared away I would be able to start up again, I would consider myself extremely fortunate. However, this was merely hoped for; a clear-headed analysis could not result in any other conclusion than that I was practically ruined.

I must say, though, that I tried to remain cheerful; this largely for the sake of my family. My wife's health was not particularly good at the time, and I held back from her as much of the misfortune as I could.

The adjuster put in two days—at what the Lord only knows! He conducted a little investigation as to the cause of the fire, and he went over my stock of goods in an incomplete, careless sort of way. Most of his time was put in in smoking long, black cigars, a box of which he had brought with him and which he guarded jealously. He put in a lot of time playing with my children, when he was around the house. This I have thought about a great deal since, but I paid no attention to it at the time.

THE BIG SURPRISE.

On the morning of the third day he called me over to the local agent's little office and asked me to sign a statement which he had prepared. I read it over carefully, of course, and noted that it was very cleverly drawn. It didn't commit me to a falsehood, and at the same time it was not a complete statement; a number of points which seemed to me to be important had been omitted. I signed the paper and handed it to him.

Then came this statement, which nearly took away my breath: "Mr. Jenkins," he said, "I have decided to allow the entire amount."

I had expected \$3500. To allow me more was practically a gift of an equal amount.

I could scarcely speak. After a while, however, I did murmur a faint "thank you."

And that is practically all there is to it. A week later I got a check for \$7000. I held a big fire sale of my damaged goods, and came out of the seeming misfortune with no loss whatever.

Now the question arises, why did the adjuster not cut me down, as he clearly might have done under the circumstances? What salvage there was any man on the face of the earth, it would seem, would have appraised at its true value, and have seen that its value was subtracted from the amount due me under the contract. Why did not this adjuster apply what we have come to term business principles?

There are only two explanations, one of which was supplied by the local agent, who didn't understand the situation any better than I did. "The way I have got it doped out," the agent said, "is that this is a new section of country and a promising one, and the adjuster figures that if he allows you, one of our prominent citizens, the full face of your policy, then our company will get most of the business from this neck of the woods. The adjuster figures that it is good business to do a little advertising in this locality, and you have happened to draw the lucky number."

The other explanation is a more sentimental one, and perhaps a very far-fetched one. Might it not have happened that this quiet, rather formidable adjuster had lost a child shortly before he came to my home?

No one will ever know what his reason was; but from the bottom of my heart I still thank him!

TRYING A FRIEND'S NEW SEAL.

By FRANK H. TUPPER.*

I lived in a small town in Washington county, Maine, and when I was a small boy a man moved into the village and opened a so-called apothecary shop.

The big sign, the gilded mortar, and the colored jars in the windows attracted much attention, but to me the bottles on the shelves with gold labels and black letters with Latin abbreviations were a marvel of interest. Watching the proprietor take down the bottle labeled *Tr. Opii Camph.* to fill a vial when paregoric was called for—this seemed to be a stupendous feat. I hung about the store and soon learned the location and retail price of many things while my chums were content with

*Mr. Tupper wins the second prize of \$10.

merely looking in the show-cases and wishing they could own a knife or key chain or other article.

After a time the proprietor, noting my interest, asked me to stay in the store for him while he went on an errand. (Much would I give to be as proud and happy again!) This occurred frequently.

Later the proprietor was called to Nevada on account of his brother's illness, and I secured a permanent clerkship. Two years later he wrote me to sell his drug business, which I did.

A PHARMACY LAW PASSED.

At about the time of selling the stock I received by mail an official document stating that a law had been passed by the legislature entitled "An act to prevent incompetent persons from conducting the business of apothecaries, and approved Feb. 9, 1877." It was provided that all persons who had been engaged in business three years prior to the passage of the act were entitled to registration; and I was informed that by filling out the enclosed blanks and enclosing the fee I would receive a certificate.

Not intending to engage in the business, I put the document in my pocket.

But right here comes the point. At this period I claim that luck was a factor in my business career.

My chum had received an appointment as notary public that day, and upon examining the stamp said: "I wish some one would present a paper so I could see how this thing would work."

I told him I had just the paper he was looking for in my pocket; so we filled out the blank and got the necessary statements from the old village doctor and one of the selectmen of the town. Then came the imprint of the wonderful notary public stamp and the paper was an official document! I took it home and gave it to my mother.

AN UNEXPECTED DEVELOPMENT.

Years passed. I was engaged as a traveling salesman for a wholesale drug house in Bangor, and after six years in its service the firm became insolvent, and a keeper was to be appointed. I was one of the largest creditors, and the judge said he would like to appoint me, if I were only registered.

I at once thought of my papers, and told him of the incident. I told him that I thought I was eligible to registration.

I sent for my papers and forwarded them to the Commissioners of Pharmacy. In a few days I received a letter asking if the affidavits and the accompanying application had ever been presented. Upon my reply in the negative a certificate was mailed to me.

I remained as keeper in the store until the business was settled up and closed out, and then resumed traveling for a wholesale drug firm in Boston. Later I formed a co-partnership and opened a retail drug store in Bangor, where we have been for twenty years.

In 1914 I was elected president of the Maine Pharmaceutical Association, and am still filling the paregoric vial from the shelf bottle marked *Tr. Opii Camph.*—all due to luck as a factor in my business career.

UNDER A LUCKY STAR.

By WILLIAM G. GREENAWALT.*

I was a comparatively small boy when I entered the drug business. I had graduated from the high school at fourteen, and after a winter at the academy I took up the duties of a junior clerk.

Having served an apprenticeship, I went off to college; but before I left my preceptor called me to him and asked me to come back during the period between the college terms. Then, to my great surprise and pleasure, he informed me that when I graduated he wanted me to return, as he meant to take me into partnership with him!

With this goal ahead, I graduated; and my preceptor kept his promise. People said I was a lucky boy, and it did seem so, for this man had a splendid business, in which I shared for over four years.

Conditions arose, however, which compelled my withdrawal, and after a short interval, my partner having died rather suddenly, I opened up a new store. I was doing a nice business, when one day I received a call from the wife of a competitor, who, being in ill health, had gone west.

Realizing that he could never return to the East, the invalid had written to his wife to offer his store to me, if I wanted it.

This was the best-located drug store in the town, and controlled a good patronage; it seemed that again I was in luck.

CONDUCTING TWO STORES.

For a time I ran the two stores, but later sold

*Mr. Greenawalt wins the third prize of \$5.00.

out the new one to a cousin, thus confining my time and attention to the old place.

Several years later I was approached by the widow of my preceptor, who had continued his business with a son-in-law. Did I want to buy a drug store?

Surely wonders never cease!

There I was with a good business in an old, well-established stand, and now two more stores (they had added a branch) were offered to me. Some persons in this old world have to hunt and struggle along to get business, but it just seemed to come to me, all unsought.

To make a long story short, I combined with my brother and cousin (to whom I had formerly sold), and for a time we operated a chain of four stores. Once again I heard whispers, and often loud talk, that a certain young chap was very lucky!

All went well until a break in health took me south for the winter. When I returned in the spring I felt that I must let up, so we dissolved our partnership, closing two of the stores, and my cousin took the store where I had learned the business, while I kept the one I had started myself.

LIVING IN THE OPEN AIR.

I took things easy for some time. I had my brother with me in the store, and I traveled about and lived in the open air until I was quite restored to health.

One day I was sent for, and a proposition was made to me which fairly took my breath. How would I like to go to New York and launch out in the drug business on Broadway?

How would I like it? Well, it did seem that the good fairies had me in charge!

I went to Broadway, and opened a fine new drug store which attracted much favorable comment and created some excitement, even in New York.

Two weeks from the day I opened I received an offer to sell out.

Then came other offers, but I laughed at them all.

I still retained my store in the home town, my brother being in charge, and when I wanted a change I would go home and he would come to New York.

Eventually, however, an offer came which it seemed the sensible thing to accept; and when I did so, I cleaned up \$17,500.

Lucky? Not at all!

The next venture was on Chestnut Street in

Philadelphia, where I was in business for six years. Ill health developed into a nervous breakdown, which warned me that I must retire if I wanted to live.

AN OBSTINATE LANDLORD.

I succeeded in finding a tenant who would relieve me of my lease on very favorable terms—terms whereby I would have an income of a thousand dollars a year for five years. But here came the first turn. I had a mean, contemptible landlord who absolutely refused to permit me to sublet, even though he had no objections to the tenant.

That was a dreadful predicament for a man to be in suffering with a nervous breakdown. It looked as though I had to die to get out, but my brain was active and I combined with some other druggists, who agreed to operate the store while I attended to the lease, I personally paying the rent. I went away to die, most people predicted; for by that time I was a physical wreck.

I did not die, however. I am still living to tell the tale, and though the men who took the Philadelphia store lost it, I regained my health sufficiently to return to New York. But I soon found that I was only "patched up," as it were; and when an opportunity came to get into a smaller town, where I could take things much easier and get away from the strain of the big city, I embraced it, especially as the place was found and the store bought without my even seeing it.

In other words, it was handed to me, and here I am, well and hearty, in a nice, comfortable town, with a beautiful, attractive store and a good business.

As all these business opportunities came to me unsolicited, quite naturally people call me lucky.

But, after all, was it all luck?

First of all, my preceptor had many other boys who learned the drug business with him. Why did he single me out and wait until I completed my college course? Why did my competitor write to his wife to offer me his store, notwithstanding the fact that he had other applicants? Why was I approached and asked to go to New York on such a great business venture?

I never shirked my duties and I have always been conscientiously honest; in fact, I have lived my life and conducted my business with the Golden Rule as my every-day motto. If

all boys would do this they would be just as successful.

Anyhow, it cannot be denied that luck has been a factor in shaping my career.

LUCKY THIRTEEN.

By A. B. CLARK.

I am a prescription clerk employed by the largest retail drug store in Oklahoma City. In May, 1915, the State Pharmaceutical Association met at Tulsa, Oklahoma.

On the Sunday before the meeting "the boss" called me to his office and asked me how I would like to spend the following week at the association, as it was impossible for him to go. We have a soap that we do a large wholesale business with, and we were to make a display of it at the convention. All I had to do was to look after the advertising of this soap.

The association was to give away an automobile to the druggist holding a lucky number. When we registered and paid our dues, each member was given a ticket on the automobile drawing, and a duplicate of this ticket was placed in a box, the box to be opened the last day of the convention. There were about eight hundred registered.

On the last day the box containing the duplicate tickets was taken up on the stage, and

shaken up good, and it was announced that thirteen tickets would be drawn out.

The persons who held those numbers were called up on the platform.

I was the last one, or the thirteenth called!

They then placed the thirteen tickets, face down, on a table, called a young lady from the audience to come up, and she took each ticket, read the number and handed it to one of the judges. This judge would then announce the number and ask the holder of that particular ticket to be seated, as he was eliminated from the drawing.

When I was called up there I said to myself, "You'll be the first one to have to sit down!"

But they kept calling numbers, and I was still on deck.

I assure you, when there were but two of us left, I was becoming pretty nervous; but when the girl picked up the next to the last ticket and the judge started to call 247, I knew that the car was mine—as my ticket was number 132.

I immediately sold the car for \$500.

Now if any one can tell of an instance where he picked up five hundred dollars while on his vacation, without spending one solitary cent of his own money—then I will admit that he was "somewhat fortunate." Until then I claim the right to feel pretty cocky!

This symposium will be followed next month by one of great practical interest: "How to Meet Big Competition"

MY BEST PAYING SIDE-LINE—Bulk Candies

30th Paper

By GEORGE R. WORLEY

From sales of practically nothing two years ago, our annual receipts from bulk candy now amount to nearly \$2000.

We had always handled one of the well-advertised brands of box chocolates, but felt that we were not getting the returns that we should from our town of 1800 population located in a prosperous farming community.

CHEAP CANDY

One day a candy salesman, while waiting in the store for his car, beguiled the time by showing the proprietor a line of bulk candies retailing at 10 and 20 cents a pound. The proprietor laughed at the idea of selling cheap

candy at first, but became more interested when the salesman pointed out to him that there was not a store in town selling ten-cent candy, and that many farmers to whom such a line appealed were purchasing at the ten-cent store in a town six miles away.

Although interested, the proprietor was still doubtful as to whether it would be a paying investment, so the salesman made this proposition: he would make and deliver a special order on thirty days' trial. If, at the end of this time, the proprietor was not convinced that the line was a good thing, he could ship back the unsold candy at the company's expense.

There was no chance to lose, so the salesman

was taken up on the proposition, and the candy arrived right in midsummer, at a time when candy sales were usually slowest.

We started out by making a window display similar to the ones used by the ten-cent stores, and also had a case, filled with the different kinds of candy, in the front of the store. The two displays attracted attention from customers, and, aided by explanation as to what we were doing, the end of the first month found us completely sold out.

Some of our customers told us that they were glad to be able to get ten-cent candy without having to go to the six-miles-away town. Others said our candy was better than that sold in the dime stores. Remarks like these



George R. Worley.

encouraged us, so that in the fall we filled two cases, one with the ten-cent candy, and the other with chocolates to sell for 20 cents a pound.

The ten-cent candy is displayed in long, narrow pans which exactly fit the case. About fifteen different kinds are displayed, and we find that it is best to have only one variety in a pan so that it does not get mixed up and can be scooped out easily. The chocolates are shown neatly piled on plates, sales being made from trays underneath the counter. By this method the chocolates look nicer and their sale is consequently increased.

To cater to the children's trade we carry stick candy and suckers.

WEEKLY DISPLAYS.

Every Saturday we make a window display of candy, usually featuring the "specials." So attractive is the showing that many people will not go by until they come in and purchase a pound.

The greater part of our sales are in pound lots. We give only six ounces for a nickel, as we figure it takes just as much time to sell five cents' worth as it does a dime's. The people know they get more for their money when a pound is purchased.

Just before the Christmas season we write to every public school and Sunday-school teacher within a radius of ten miles telling them of our fine line of candies at ten cents a pound. So well do they respond that last year we sold about two-thirds of the school and church "treats" given in our vicinity.

We also make up ten-pound mixtures at Christmas time, for it is a common occurrence for a farmer to come in and say, "Mix me up ten pounds of your candy."

LAST YEAR'S SALES.

Last year our purchases of 10- and 20-cent candies amounted to over \$1400, with sales in excess of \$1800. The candy counter requires no extra help except at Christmas time, so that clerk hire is not an added expense to be charged against the department. So far this year sales have been about double those for the corresponding months of the year previous. Undoubtedly the business is a growing one.

We have narrowed our purchases to two firms, as we find that it pays better to buy from a few good concerns rather than scattering our orders among a dozen. Purchases are made every two weeks.

The average cost of the ten-cent candies is 6½ cents a pound, and the chocolates average 14 cents a pound cost. The goods are delivered free of charge, so that profits may be reckoned from these costs.

Selling the bulk line advertises ours as the candy store and increases the sale of box candy. Customers buying the bulk line see the box chocolates on display and quite often buy them.

This paper on bulk candy will be supplemented next month by a very practical article entitled "Increasing Our Candy Sales."

MAKING USE OF SATISFIED CUSTOMERS

By HAROLD WHITEHEAD,

President American School of Business, Inc., Boston

The three customer-producing channels I have heretofore discussed in the BULLETIN OF PHARMACY lead naturally to the fourth channel, The Satisfied Customer.

The influence of the satisfied customer is not so potent in wholesale or specialty selling as it is in retail selling. The big majority of customers of the drug store are women, and women are excellent word-of-mouth advertisers—God bless 'em!

One customer *inside* your store is more valuable than ten prospective ones *outside* your store. The store window, the printed advertisement, and the written letter are all means of getting customers into your store. Once there, it is up to you to see that they are satisfied.

The influence of a customer is far-reaching. We may compare the customer's sphere of influence to a lake and the customer to a pebble cast into the water. The lake and the pebble may be large or small, but when the pebble is thrown into the water the circles from the splash will widen and widen until the surface of the water is covered. Every customer radiates influence for or against your store.

There are some people who evidently descended from the mule—they are such excellent little kickers. The law forbids killing them, and indeed they are necessary, however much they spoil our sweet tempers; for they certainly help to keep us on our toes as regards the rendering of service.

QUICKLY AND PLEASANTLY.

Of course we all try to satisfy our customers whenever they complain; generally we do what they ask. But do we always do it quickly and pleasantly?

To satisfy a customer's demands with the air of a martyr or with a display of temper or suspicion or grumpiness will drive the customer to your competitor just as surely as if you had refused her demands.

I know a shoe merchant who never questions a customer's complaint. He always says: "What may I do to adjust this to your satis-

faction?" And whatever that customer wants he does, saying: "I'll do it with pleasure, for I want to have you completely satisfied with everything you buy from me."

He tells me that by putting it up to the customer's sense of fairness he often makes him satisfied by doing much less than if he *offered* to do even more.

Make it a steel-bound, reinforced-concrete rule never to allow a customer to leave the store dissatisfied. Of course you will be imposed upon occasionally, but it is better to be robbed a few times than to lose a customer.

It is said that the good-will of the Gold Dust Twins is worth a million dollars. Whatever it may be worth, it is so because of quality and service. The cash value of your good-will depends on the kind of service you render to the community.

A PLAN OUTLINED.

Always be on the lookout for something definite to give your customers to talk about. As a modern drug store, you naturally keep a card catalogue of your regular customers. Even the smallest drug store should keep lists of regular customers, for such lists are much safer to rely upon than a memory crowded with the hundreds of details that make up the daily work of the druggist.

I am going to outline a plan put into execution by a druggist of my acquaintance—it may be taken for what it is worth. He made use of the idea of asking satisfied customers to assist him a little in getting new business.

First he made a list of regular patrons, and to the names on this list he sent a nice little card neatly printed with this:

E. J. Jones, the leading druggist in our town, serves excellent soda. Try one during the next week, as my guest. Mr. Jones will treat you with every courtesy and serve you any soda or ice cream you wish free by presenting this card.

Signed.....

On the reverse side of the card appeared this:

My friend's name and address is:

.....

With this card Mr. Jones sent a letter saying that he appreciated the customer's business and intended to do all he could to deserve it, and also that of her friends.

Then he went on to ask her if she would sign her name on the enclosed three (or more or less) cards and give them to three of her friends.

He was careful to say that the customer's friends would not be asked to buy anything, and that they would be treated with the same courtesy as visitors to his home.

A LETTER TO PROSPECTS.

When the tickets were turned in, Mr. Jones wrote a letter to each of these new prospects, thanked them for visiting his store, hoped they were pleased, etc. He gave his telephone number and said he would be glad to send anything they wished if they would 'phone him.

The concluding article of Mr. Whitehead's series will appear next month

TAKING A GUN ON A QUESTIONABLE ACCOUNT

By HORACE ECKLAND

As a class college professors are above reproach. They live clean, orderly, and respectable lives, and they pay their bills. But occasionally a black sheep gets into the fold; there is no avoiding that; and just because such a thing happens once in a great while the circumstance should in no way be taken as a reflection on the class as a whole.

Let us call him Professor X. He came highly recommended, a graduate of Oxford, and had letters after his name stretching out as long as a fiddle-bow. He was a clever cuss, too, and a genial fellow; and one day as I was wrapping up five cents' worth of cloves for a dirty-faced youngster, he came into my store, introduced himself, and informed me that owing to the fact that I was a young man just starting in business he was going to favor me with his patronage.

He closed with a P. S. (women are very fond of them, it is said) offering some special, such as three cakes of toilet soap, a bottle of perfume, some special candy, at an odd price for one week only.

Mr. Jones will surely get new customers through this plan of making use of the fourth channel—Satisfied Customers.

Twenty-nine cents looks much less than 30 cents; is more attractive than 25 cents, even. I know a druggist who offered a real bargain in papeterie at 25 cents—couldn't sell it. Waiting two weeks, he retrimmed his window with it, advertised the same papeterie with a penholder, pen point, and pencil included, for 29 cents—and sold out in three days!

That is one reason why I advocate offering the bargain in the postscript of that letter and at an odd price.

You spend all kinds of time, energy, and money to get people into your store. Spend some more time and energy and money in getting these people—now your satisfied customers—to use their tremendous influence in your behalf.

I was, of course, delighted. We soon became well acquainted. I learned that he had a room at the University Building, and took his meals there also. But after a few months he became dissatisfied and asked me to suggest a good boarding-house for him somewhere down-town. Price didn't seem to make much difference; he wanted a good place. I went to a maiden lady of my acquaintance and assured her that she would be fortunate in securing Professor X. for a boarder, and guaranteed that everything would be satisfactory.

A GOOD CUSTOMER!

Professor X. proved an excellent customer—very good, indeed; cigars, tobaccos, pipes, and toilet articles galore. At first he paid cash, later he didn't; and still a little later on

I found that he took a drink, and that one drink often called for another until, occasionally, he had to quit work.

You can imagine how the college authorities liked that sort of thing!

Yet, as before intimated, he was a nice fellow—when he left booze alone. We soon came to know that this was not long at a time. When he could not get the real thing he would drink beef, iron and wine, or a number of proprietary preparations which ran heavy in alcoholic content.

I did not want to lose him as a customer, so could not very well shut off his credit at once. Very foolishly I let the matter drag along until he owed me \$42.60.

I began to worry a little. Finally I could not stand it any longer, so I asked him to help me out. He hedged, and somehow I got the idea that he was going to try to get away without squaring up. It was near the end of the school term, and by doing a little detective work I got my fears confirmed. A friend informed me that Professor X. planned to leave on the following day.

That evening I got a cop to go with me, and went straight to the Professor's boarding-house. I left the officer at the door and went up to his room unannounced. He was at home, although he was pretty well keyed up. To use his own expression, "he didn't give a damn whether school kept or not!"

GETTING DOWN TO BUSINESS.

At first he refused to talk business, but I went right after him, hammer and tongs. I told him straight from the shoulder that he was not going to get away without first paying me. I told him, moreover, that I had a policeman guarding the front door and was fully prepared to make all kinds of trouble.

He came down off his high horse immediately. He said he couldn't pay me; that he had no money; that he had had to borrow \$10.00 to get him out of town.

I believed every word of this and began to figure what he had in the way of personal effects that I might take in payment of my account. He had a lot of books, but I didn't want them. I finally settled on a fur coat he had, and a gun. After a while he accepted the

compromise, although not without serious objection. This part of our interview was extremely stormy, and I have no doubt whatever that had it not been for the presence of an officer on the premises Professor X. would have made an attempt to throw me out of the house. Our voices were often raised to a high pitch.

Well, after a time he left the room and ran down-stairs to get the gun, which he had lent a few days before to the landlady's brother.

A HYSTERICAL WOMAN.

Now the landlady had somewhat of a hysterical disposition, and to add to the possibility of a nervous outbreak she had placed herself in a position to hear a part of what had been said upstairs. So when the Professor rushed down and called for his gun, the old lady, in turn, rushed to the door and screamed for help. Fortunately my friend, the cop, was close at hand; otherwise the affair might possibly have ended with serious results, for who knows what the Professor might have done?

The presence of the policeman proved a soothing balm. And he was some diplomat, too. He took the matter in hand in a sort of an unofficial capacity, and in the end we separated the Professor from the coat and gun. Not until I had agreed to pay the landlady \$10 that he owed her for board, however. I tried to get her to keep the gun and let it go at that, but she wouldn't. In fact the policeman advised her not to—a move I couldn't understand until we got about half a block away from the house. Then I found out very suddenly. My friend claimed the gun as his share of the spoils. And he kept it, too!

I went back to the store and put in an hour or so rigging up a little sign. It hangs above the prescription case yet. There are two words in black on it, the first being made up of two letters and the second of six.

In conclusion I might say that I haven't altogether lived up to the "no-credit" rule, even though I fully intended to do so when the sign was constructed. But in making exceptions I have been very careful to steer clear of professors who look on the beef, iron and wine when it is red.

ONE-CENT SALES GOOD ADVERTISING

By CHARLES J. THOMAS,
Mishawaka, Indiana

We are submitting a window which features a One-cent Sale. We have found this sale to be an excellent means of interesting people in our store and of drawing them into it. In fact, it is the best drawing-card we ever tried.

We generally circularize the city, and run

The big white numeral—the figure one, with an arm extending out in each direction—is pasted on the glass. It will be noticed that our sales are limited to two days—Saturday and the succeeding Monday.

We group our items on tables and show-



“liners” in the papers about a week ahead of the time we open the sale, and then we run a large ad the day before the sale starts.

The sign in the window will give you a general idea of how the sale is worked. Only long-profit goods or goods we want to get rid of regardless of cost are made a part of the display—with two or three exceptions. Some items are run at actual loss, but these are the “leaders” and the amount that any one person may buy may be restricted, if this is thought desirable.

cases inside the store: 25-cent articles in one place, 50-cent articles in another, and so on.

It might seem at first thought that a loss would result from selling two 25-cent articles at 26 cents, or two 50-cent articles at 51 cents. But by exercising a little judgment an actual profit may be made.

We are very partial to this method of gaining a little publicity, of cleaning up a little dead or slow moving stock, and of increasing our daily average. Our sales on these days have never increased less than 300 per cent.

One of the features of the May Bulletin will be the reproduction of a number of prize-winning show-cards used in drug stores.

BOARD QUESTIONS ANSWERED

AN INDIANA EXAMINATION.

(Continued from the March BULLETIN.)

11. Select (a) a neutral salt, (b) an acid salt, (c) a double salt, from the list in question No. 8.

(a) Copper sulphate, (b) potassium bitartrate, (c) potassium and sodium tartrate.

12. Give a simple test for salicylic acid.

On adding to a small portion of salicylic acid, in a test tube, about 1 Cc. of concentrated sulphuric acid, then, cautiously, about 1 Cc. of methyl alcohol in drops, and heating the mixture to boiling, methyl salicylate will be produced, which may be recognized by the odor.

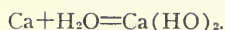
13. Give a simple test for chlorides.

With a test solution of silver nitrate, a solution of a chloride yields a white, curdy precipitate, insoluble in nitric acid, and readily soluble in ammonia water.

14. Give a simple test for sulphates.

An aqueous solution of a sulphate yields, with barium chloride test solution, a white precipitate insoluble in hydrochloric acid.

15. Liquor calcis is a saturated solution of calcium hydroxide, $\text{Ca}(\text{OH})_2$, in water, and is made of calcium oxide, CaO , and water. Show by equation how this change has been brought about.



16. When exposed to air liquor calcis forms a white incrustation on the side of the bottle, and also deposits a white precipitate. What is the precipitate and incrustated substance and how can it be removed easily?

The substance is calcium carbonate formed by the calcium hydroxide solution taking up carbon dioxide from the air. The calcium carbonate incrustation may be removed from the bottle by adding a little dilute hydrochloric acid, which readily decomposes the calcium carbonate, forming soluble calcium chloride and carbon dioxide.

17. When heated liquor calcis becomes milky. Why does heat cause the milkiness, and is it permanent?

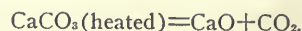
The heat causes the separation of some calcium hydroxide, as this substance is more soluble in cold than in hot water. Upon cooling the liquid, the calcium hydroxide redissolves.

18. How is calcium oxide made and by what

common name is it known? Show by equation.

Calcium oxide, commonly known as lime, is prepared by calcining, by a strong heat, some form of native calcium carbonate. The carbon dioxide is thus expelled and the lime remains.

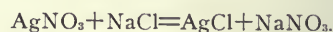
The equation may be represented as follows:



19. A solution of silver nitrate in ordinary water is of a milky appearance. It should be colorless. What impurity, in the water, does that milkiness usually indicate? Show by equation.

Ordinary water quite often contains some soluble chloride, usually sodium chloride. Silver nitrate will produce a cloudiness or a precipitate if any soluble chloride be present.

The equation:



20. (a) What is that which is commonly sold as "chloride of lime," and is used as a disinfectant and bleaching agent? (b) How does it differ from calcium chloride?

(a) Chlorinated lime.

(b) Calcium chloride, CaCl_2 , is a definite chemical compound which may be obtained by dissolving pure calcium carbonate in pure hydrochloric acid, or by dissolving ordinary chalk or marble in hydrochloric acid and freeing the solution from iron and other impurities by treatment with chlorine and subsequently milk of lime; this mixture is warmed and filtered, the filtrate finally being neutralized exactly with hydrochloric acid.

Chlorinated lime is a compound containing not less than 30 per cent of available chlorine, and is prepared by exposing slaked lime on trays to the action of chlorine gas. The exact nature of the compound has not been definitely settled. Some chemists contend that calcium hypochlorite, calcium chloride, and water are produced, according to the equation $2\text{Ca}(\text{OH})_2 + \text{Cl}_2 = \text{Ca}(\text{ClO})_2 + \text{CaCl}_2 + 2\text{H}_2\text{O}$. Other chemists regard the dry powder as having the composition CaOCl_2 , or $\text{CaCl}(\text{OCl})$, which, upon the addition of water, breaks up into calcium hypochlorite and chloride. The preponderance of opinion, at present, is in favor of the latter view. The term "chloride of lime," usually applied to the substance in commerce, is a misnomer.

21. A solution of potassium bicarbonate is faintly alkaline; after boiling it becomes

strongly so. Show by equation what change has taken place.



22. By what simple test can you distinguish calomel from corrosive sublimate?

If 1 gramme of finely powdered corrosive sublimate be dissolved in 10 Cc. of alcohol or 20 Cc. of water, it should leave no more than 0.005 gramme of residue. Calomel will not dissolve in either the alcohol or the water.

23. How is a solution of ferrous chloride converted into a solution of ferric chloride?

By first adding hydrochloric acid to the solution of ferrous chloride and then adding this mixture, a little at a time, to nitric acid contained in a capacious dish, gently warmed, waiting after each addition until the copious evolution of red nitrous vapors subsides before adding more.

24. The U. S. P. directs that after a solution of ferrous chloride is converted into a solution of ferric chloride, the solution be boiled. Why?

In order to insure the expulsion of any excess of nitric acid that might be present, and to complete the reaction.

25. In making of *massa ferri carbonatis* there is used ferrous sulphate and monohydrated sodium carbonate; in making *pilulæ ferri carbonatis* there is used ferrous sulphate and potassium carbonate. In each case ferrous carbonate is the salt desired. Why is sodium carbonate used in one case and potassium carbonate in the other?

Sodium carbonate contains water of crystallization which would be likely to cause an undesired reaction if left in mass of ferrous carbonate. For that reason the precipitate is washed to remove any excess of salt that might be left in the mass. Potassium carbonate contains no water of crystallization, hence it is used in making pills of ferrous carbonate where washing is not practical.

26. What is a reagent?

A reagent is a term applied in analytical chemistry to a substance employed for the identification or detection of individual elements, radicals (ions), and compounds by means of the characteristic reactions which they produce with the reagent.

27. What is a test solution?

A test solution is a solution of a reagent whereby the identity of a compound or one of its constituents may be determined.

28. What is a volumetric solution?

A volumetric solution is a solution of exact strength of a reagent whereby the quantity of a given constituent contained in another solution can be accurately determined.

MATERIA MEDICA.

1. What is a medicine?

A substance possessing or reputed to possess curative or remedial properties.

2. By what methods can medicines be administered?

Medicines may be introduced into the system through the mouth, they may be introduced directly into the circulation or into the subcutaneous tissue, they may be absorbed by the skin or mucous membrane, they may be inhaled, or may be introduced by inoculation.

3. Explain the difference between volatile and non-volatile substances.

A volatile substance is one that evaporates quite rapidly at ordinary temperatures on exposure to air, while a non-volatile substance is one that at ordinary temperatures evaporates either not at all or very slowly.

4. Give an example of (a) a volatile substance, (b) a non-volatile one.

(a) Ether.

(b) Carbon.

5. What is the source of thymol and into what official preparations does it enter?

Thymol occurs as a phenol in the volatile oil of *Thymus vulgaris* and in some other volatile oils. It enters into the composition of cataplasm of kaolin and antiseptic solution.

6. What is carbon?

Carbon is a solid—inodorous, tasteless, insoluble in all known solvents, infusible, non-volatile. It is combustible.

7. In what free forms is carbon frequently found?

Carbon exists in nature in the free state pure and impure, as diamond, graphite, and amorphous carbon in the form of soft coal, hard coal, brown coal, and peat.

10. Give a physical description of *sodii bicarbonas*.

Sodii bicarbonas is a white, opaque powder, odorless, and having a cooling, mildly alkaline taste. It is permanent in dry, but slowly decomposed in moist air.

11. Name a therapeutic use of *sodii bicarbonas*.

It is an antacid.

(To be continued.)

LETTERS

A LETTER FROM PROFESSOR MOERK.

To the Editors:

Pharmacy-board questions like No. 24 on page 72 of the February issue of the BULLETIN OF PHARMACY cannot be accurately solved by alligation, or otherwise, because it is necessary to know, in addition to the specific gravities, the corresponding percentages by weight of sulphuric acid. Were it possible to solve questions of this kind by alligation based upon specific gravities, there would be no necessity in the U. S. P. or other books for the elaborate tables giving comparisons between specific gravity and percentage by weight.

The question reads: "How would you make up a gallon of storage battery fluid (H_2SO_4 , specific gravity 1.20) from official H_2SO_4 (specific gravity 1.82)?"

In the first place, the specific gravity of 1.82 does not represent official sulphuric acid, but an acid containing 91.1 per cent by weight of sulphuric acid.

The specific gravity of 1.20 represents an acid containing 27.76 per cent by weight of sulphuric acid. In the absence of this additional information and the inability to consult tables, one would be justified to proceed as you have done in answering the question, but it should be remembered that the answer will be considerably from the truth.

Taking your answer that 31.22 fluidounces of sulphuric acid having a specific gravity of 1.82 will give one gallon of sulphuric acid having a specific gravity of 1.20, the following will prove my statement:

$31.22 \times 454.6 \times 1.82 \times .911 = 23531.635$ grains of absolute sulphuric acid in one gallon. By the same kind of a calculation, one gallon of 32-per-cent sulphuric acid (specific gravity 1.2344) will contain $128 \times 454.6 \times 1.2344 \times .32$, or 22985 grains of absolute sulphuric acid; one gallon of 33-per-cent sulphuric acid (specific gravity 1.2427) will contain $128 \times 454.6 \times 1.2427 \times .33$, or 23862.7 grains of absolute sulphuric acid.

It is evident, therefore, that the finished product made by your formula will contain between 32 and 33 per cent, and will have a specific gravity between 1.2344 and 1.2427; by interpolation, the exact figures will be found

to be specific gravity 1.2395, instead of 1.20, and will represent a 32.62-per-cent sulphuric acid.

A formula for the volume dilution of acids, etc., which was worked out several years ago, and which also may have been previously worked out by others, is as follows:

$$\frac{S_w \times P_w \times V_w}{S_s \times P_s} = V_s$$

S_w =Specific gravity of weaker solution to be made.
 P_w =Percentage by weight in weaker solution to be made.
 V_w =Volume of weaker solution to be made.
 S_s =Specific gravity of stronger solution to be diluted.
 P_s =Percentage by weight in stronger solution to be diluted.
 V_s =Volume of stronger solution to be diluted.

Applied to the question under consideration:

$$\frac{1.2 \times 27.76 \times 128}{1.82 \times 91.1} = 25.717 \text{ fluidounces.}$$

The sulphuric acid having a specific gravity of 1.82, must be diluted with sufficient water to make 1 gallon (the quantity of water to be added will be more than 128 — 25.717 fluidounces because of the contraction which takes place, and which contraction is the reason why the specific gravities and percentages by weight vary.

A formula which enables the calculation of a diluted acid obtainable from a given volume of a stronger acid is as follows:

$$\frac{S_s \times P_s \times V_s}{S_w \times P_w} = V_w$$

To illustrate: How much sulphuric acid (specific gravity, 1.20; percent by weight, 27.76) can be made from 25.717 fluidounces of sulphuric acid (specific gravity, 1.82; percent by weight, 91.1)?

$$\frac{1.82 \times 91.1 \times 25.717}{1.20 \times 27.76} = 128 \text{ fluidounces.}$$

By the same formula, 31.22 fluidounces of sulphuric acid having a specific gravity of 1.82 will yield 155.4 fluidounces of sulphuric acid having a specific gravity of 1.20.

FRANK X. MOERK,
 Philadelphia College of Pharmacy,
 Philadelphia, Pa.

[NOTE BY THE EDITORS.—The receipt of just such letters as this assists us very materially in the difficult task of answering board questions. It is our contention, however, that in handling these matters we must confine

ourselves exactly to the question as it was phrased, by the board. Answers must be worked out in conformity to the set phraseology. Moreover, we do not feel justified in taking advantage of helps that would not be available for a candidate actually seated at the examining table answering the question. Our solution of problem 24 was worked out from the information furnished by the question as it appeared in the examination paper. We were aware that the specific gravity of official sulphuric acid is not below 1.826, but as the examiner stated it to be 1.82 we felt that the amount specified must be used in our calculations.

We were also aware that a contraction takes place when sulphuric acid and water are put together—in the answer as given in the BULLETIN the following statement was made: "When the mixture has cooled make up any loss in volume by adding water q. s. to make one gallon." In taking a board examination, in most States, the applicant would not be furnished with additional information, nor would he be allowed to consult tables. For those reasons he must proceed as we did; indeed, he would have to if he wished to arrive at even an approximately correct solution.

Professor Moerk has given us a schoolroom answer—and a correct one. We gave such an answer as we felt an applicant would be justified in giving under the circumstances. Professor Moerk's letter brings out, incidentally, another point: there is a certain percentage of board questions which should never be asked in the first place.]

HIS FIRST JOB.

To the Editors:

I have just been rereading the five papers published last September in the BULLETIN on the subject of "My First Job," and I am going to set down the adventures that came to me when I started to learn the drug business.

My first job was so easy that I lost it.

I was fifteen and tired of school. On the street one day I met the doctor who kept the local drug store, and asked him for a job. Right then and there he gave me the keys.

Bright and early Monday morning I opened the store. I hunted up a broom, swept out, built a fire, pulled up a chair, and proceeded to enjoy life. I found a Remington's "Practice of Pharmacy," and before night saw myself a full-fledged pharmacist. During the first month or so I learned that "opium is a concrete, milky exudation," and the many other more or less vital facts that all juniors pick up. I was on the highway to success.

But springtime came, and with it an end to my good intentions. I began to neglect the few duties I had formerly performed.

Oftentimes the doctor would stay away from the store all day, leaving me in charge with instructions to telephone all calls for him to his

wife. I began to take the benefit of these absences by placing substitutes in the store, while I spent the time with a ball and bat in an adjacent back lot.

These substitutes may have served just as well as I, but the boss couldn't see it that way. Accordingly, after he found out about three telephone calls that had been lost to him, I was called to task. Then I had to 'fess up. I made up my mind to mend my ways, but the damage was done, and on the following Saturday night the doctor asked me for the store keys.

All this happened quite a few years ago, and I have had several *real* jobs since. It was valuable experience, however, that taught me what not to do when I went after the drug business in earnest.

EUGENE RIMMER.

Tarboro, N. C.

NATIONAL INSURANCE IN ENGLAND.

To the Editors:

Being a regular reader of your journal and noticing an article on pharmacies and drug stores on this side of the big pond, I thought perhaps a short account of our National Insurance Bill and its effect on us chemists might be of some small interest.

Previous to the passage of the Bill nearly all the dispensing was done by the doctors themselves. The few scripts (prescriptions) that came our way were generally those of the traveling theatrical troupes, or of those few patients who were under the care of some distant specialist.

Under the N. I. B. all workers of either sex, not employers, *have* to subscribe weekly the sum of three pence or fourpence. The employer also pays a similar amount, and the State provides the rest. For this subscription, doctor's attention and medical and surgical requirements in general are supplied.

Free choice of doctors is allowed, but the arrangement between the doctor and the subscriber is for one year's duration only. Payment to the doctor is on a "per capita" basis, but the chemist, who now is the dispenser, is paid on the basis of the work actually done, and of the drugs and appliances actually supplied. Any dispenser on the Government Panel takes the scripts brought to him, irrespective of patient or doctor. Each city or rural area is managed locally, and is expected to be self-supporting. Accounts are sent in

monthly, and in this town we have received 90 per cent of the amount due, toward the end of the month following; *i.e.*, by the end of February we got our check for 90 per cent of January's amount.

In some parts of the country the amount of the chemists' accounts has exceeded the funds available, consequently the dispensers have had a long wait for their money, and even had to submit to a heavy discounting before a settlement could be effected.

Considering that the chemist has no option but to supply what the doctor orders, if such article is on the Government's list, this sort of thing seems somewhat unjust.

J. H. WROTHWELL.

Middlesborough, England.

STRAWBERRIES FRESH FROM THE GARDEN!

To the Editors:

How would you like all the big red strawberries you can eat, every morning for five weeks, fresh from your back yard?

I have raised this crop from a small bed of plants, about 12 feet one way by 20 feet the other, and not only once, but every season for the last six years. My original planting comprised about 200 strawberry vines, and the initial cost was a five-dollar note.

Strawberries are profitable, and are easy to cultivate and to care for. The runners make new plants, renewing themselves every year, thus extending the size of the bed. Although some new life in the way of other varieties can be planted in with the old, I do not find this necessary, at least for a period of five years, if some care is taken to keep all weeds away, and the ground is enriched from time to time with fertilizer.

Besides the berries eaten during the season, a plot of this size will also yield enough to preserve for winter use.

When I started my strawberry bed I was told by neighbors that the robins would eat all I could raise. These birds do give some trouble, being very partial to the season's first offerings, but there is always enough to spare them what they want. My annual crop has averaged between 40 and 50 quarts.

I usually do what work is necessary on my "farm" before business hours; that is to say, before I go to the store in the morning.

New York City.

L. H. BALDWIN.

A PRICE GIVEN AND A PRICE WANTED.

To the Editors:

In the February BULLETIN, Frank Dieden, of Chicago, asks for a price expression on the following prescription:

Boric acid2½ drachms.
Zinc stearate.....4 drachms.
Orthoform2½ drachms.
Ointment of zinc oxide, q. s. ad 6 ounces.

Mix and make an ointment.

My price for compounding the foregoing would be not less than \$2.00—and more if I thought there was a good chance of getting it.

I, also, have a prescription concerning which I would like your readers to tell what they regard as the right price. Here is the prescription:

Tincture of nux vomica....4 fluidrachms.
Fluid extract of conu-
rango1½ fluidounces.
Scale pepsin, soluble.....2 drachms.
Pancreatin2 drachms.
Caripaptic elixir, enough to
make4 fluidounces.

Mix.

Directions: One teaspoonful, three times a day, after meals.

And now for some deserved roses—I think the BULLETIN the best journal of its kind that comes off any press, especially for that "poor creature," the much-abused clerk.

Bishopville, S. C.

J. F. SMITH.

ALL MIXED UP.

To the Editors:

I enclose a letter received the other day which may be of interest and possibly amuse-

*Mr. Miller:—
How is that catheter
supposed to work, what
makes it bend all up to
the whole thing suppose
to go up. When am I
supposed to use it. Does
it effect right away. Is
that the only kind that
you have?*

ment to readers of the BULLETIN. It is self-explanatory.

E. E. MILLER & SON.

Traverse City, Mich.

ANOTHER AUSTRALIAN LETTER.

To the Editors:

I am a great believer in your American ideas, and the BULLETIN OF PHARMACY has helped me many a time to put some of them into force. I have remodeled my new pharmacy on the American plan, though not completely so, and I assure you that this adoption has given me a great deal of advertising, there being nothing like it in Western Australia at all. Instead of the usual counter I have used show-cases, serving customers over them. This allows easy access to any part of the shop.

Although located in a suburb of Perth, I make it a plan to dress one of my windows once a fortnight, week about, so that each week there is something fresh on view.

Some time ago I read in your magazine about a "jitney sale." I tried this with great success; in fact, I sold 52 packets in one night, which is pretty good for here.

I like most of the sections of your journal, especially "The Saunterer," "Profits and Earnings," and "Questions and Answers." But it is all good, the only part not particularly interesting being the "Month's History." This, not having much bearing on Australian pharmacy, naturally I don't care much about it.

Perth, West Australia. R. L. BURLINSON.

TWO GOOD ONES.

I am sending you two orders which for originality and ingenuity are hard to beat. One I interpreted to mean Scott's Emulsion. The other was written by a negro preacher, and his

scotch murcher.

*I want a hip strop
for my bust
Bob Sulelith*

method of expression was so modest as almost to obscure his meaning. I judged, however, that he wanted a suspensory for his "bust."

Lenoir, N. C.

J. G. BALLEW.

FLORAL DEPARTMENT.

I wouldn't be without it.

Rochester, N. Y.

EDW. H. GRAN.

Can't get along without it.

Grafton, W. Va.

UNION DRUG CO.

I can't afford to miss a single copy.

Paris, Ky.

L. OBERDORFER.

We can't "keep house" without the BULLETIN.

JOHN T. JENKINS.

Chicago, Ill.

Your journal can't be beat. It keeps me in touch with the outside world.

Brandon, Man.

G. R. LOWRES.

It's the "snappiest" journal we get and we would want it at double the cost.

Milan, Tenn.

FLIPPIN DRUG CO.

I have been receiving the BULLETIN for one year and think it is the *best* journal on the market to-day.

WM. H. FAIRLAMB.

Coatesville, Pa.

Your BULLETIN OF PHARMACY is extra fine. May your good work continue!

PHARMACIST OF THE BUFFALO HOSPITAL.

Buffalo, N. Y.

Of the several drug magazines I am taking the BULLETIN OF PHARMACY easily has first place, and I am always glad when it arrives.

San Francisco, Cal. HENRY B. STANTON.

The BULLETIN is all O. K., and I want you to continue sending it to me. I don't know how you could better it any.

Mercedes, Texas.

HUGH F. KASEY.

We congratulate you on the very excellent material used in the BULLETIN. It is splendid, nutritious food for the active, wide-awake pharmacist.

W. E. RODEMOYER.

Pittsburgh, Pa.

Am highly pleased with the BULLETIN, and you may enter my name on your list as a permanent subscriber. Every wide-awake druggist should subscribe to your valuable magazine to keep abreast of the times.

San Diego, Cal.

DR. CHAS. W. BARKER.

THE SODA FOUNTAIN.

CLASSIFYING FROZEN DELICACIES.

So much confusion obtains in different localities regarding the identities of the different frozen products that "What's What" according to the best and latest authorities extant should be helpful.

This confusion, according to an article by Edgar L. Mills in the *National Druggist*, is not in the minds of the public alone, for many times dispensers are puzzled by being asked for a new dish which is, in reality, an old one masquerading under a new name. Definite standardization is much needed at the present time.

Thus far each dispenser has been more or less of a law unto himself, and the result has made for a general lack of uniformity. The classifications set forth by the Iowa Experiment Station of the State College of Agriculture are helpful. These are: 1, Plain Ice Cream; 2, Nut Ice Cream; 3, Fruit Ice Creams; 4, Bisque Ice Creams; 5, Parfaits; 6, Moussés; 7, Puddings; 8, Aufaits; 9, Lactos; 10, Ices.

The sherbet list is divided into: 1, Sherbets; 2, Milk Sherbets; 3, Frappés; 4, Punches; 5, Soufflés.

That there is a well recognized difference in these combinations is evident, but to many the differences are not clearly understood and consequently the boundary lines have not been clearly defined.

Plain Ice Cream is a frozen product made from cream, sugar, and flavoring. The latter may be in the form of "extracts," as vanilla or pistachio; or natural flavorings, as coffee, maple, or chocolate; or such ice creams as are slightly flavored with fruit juices instead of extracts, as lemon, orange, or pineapple juice.

Nut Ice Cream is a frozen product which is composed of cream, sugar and sound, non-rancid nuts. If peanut oil or almond oil is used to give the nutty flavor, the product is plain ice cream.

Fruit Ice Cream is made from cream, sugar and wholesome, clean, ripe fruit. The introduction of any fruit pulp such as strawberry, pineapple, peach, etc., makes this product come under the head of fruit ice cream.

Bisque Ice Cream contains cream, sugar, crumbled bread or cake, such as macaroons, grapenuts, sponge cake, or porous confections like marshmallows.

A Parfait, which means "perfect," is a delectable frozen edible made from sugar, cream, and egg yolks. It may contain nuts, fruits or natural flavoring. Among the popular parfaits are walnut, chocolate, coffee, and tutti-frutti. A parfait is a very rich combination, and small helpings should be the rule.

A Moussé is something which is light, spongy, frothy, or like moss in texture. As might be expected it is frozen whipped cream which has been sweetened and flavored. If fruit flavorings are employed, only the juice is used.

Frozen Pudding is made from cream or rich milk given a cream-like body with some filler such as flour or cornstarch, eggs, nuts, and fruits. Frozen pudding is usually highly flavored and the fruits it carries are generally candied ones.

Aufait is a brick or molded ice cream packed in

layers with one or more layers of solid frozen fruit. Different combinations may be made of different creams, figs, fruits preserved or candied.

Sultana Roll is a fancy cream shaped in a round mold. The mold is lined thickly with pistachio nut ice cream or pistachio moussé and the center is then packed with tutti-frutti ice cream. This is packed and allowed to stand a couple of hours. It is then served in round slices, either plain or with a strawberry or fruit sauce.

Most authorities agree that "Philadelphia" ice cream is made without eggs, while "Neapolitan" or "Delmonico" or "New York" calls for eggs, and includes creams which have a cooked "body."

Syllabub is an old English name for whipped and flavored cream. It is made by filling a tall stemmed glass with cold, sweetened and whipped cream. This is arranged to stand up in a peaked mold which is dusted heavily with a mixture of powdered sugar, chopped nuts, grated macaroons, and chopped candied fruit. It is intended to be light and delicate.

Nesselrode Pudding is a combination of plain Neapolitan ice cream which calls for the addition of a pint to the gallon of mixed fruits cut fine, also a pint of blanched, boiled, and mashed chestnuts.

Plombiere is a Neapolitan ice-cream mixture to a gallon of which is added before freezing two ounces each of preserved citron, green gages and pineapple, all chopped fine.

A College Ice is a rounded helping of ice cream of any desired flavor; covered with preserved fruits or rich syrups and nuts.

A Dessert is an elaborated college ice generally topped with whipped cream and fancy fruit. Sometimes a fancy wafer is served with it as a part of it.

A Lacto is made from skimmed or whole sour milk, together with eggs, sugar and suitable flavoring. It is supposed to be especially healthful.

Ices form a distinct class.

A Sherbet is a frozen product made from water, sugar, egg whites, and natural fruit flavoring. Milk sherbet is made from sweet milk, egg whites, and flavoring. Sherbet should always have the smooth, firm consistency of ice cream.

Frappé means half frozen. It is more of the consistency of a moist snow. It contains water, sugar, and fruit juice.

Punch is a sherbet which once indicated a flavoring of alcoholic liquor. Now, and *invariably* when dispensed at a soda fountain, it is understood to mean a sherbet mixture highly spiced or flavored with different fruit juices.

A Soufflé contains the whole egg, both yolk and white. Besides that there is present water, sugar, and flavoring. It is frozen to the consistency of a sherbet.

Glacé means glossed over or covered with a shiny coating, and *Bombe*, or molded ices, gives the combination *Bombe Glacé*, or molded and coated ices. For example, for *Biscuit Bombe Glacé*, fill individual fancy paper cases with a sherbet and an ice cream. Pack cases in freezer or cave until very hard. Serve with a colored meringue.

Raspberry Bombe Glacé is made, as the name would indicate, by lining a mold thinly with raspberry sherbet, filling with vanilla ice cream or moussé, and packing the individual cases until hard.

The dispenser who aims to be technically accurate in his service and menus should preserve the foregoing article for convenient reference, so that when making up a new special he may be able to name it correctly to convey to his patrons the true nature of the delicacy he is offering them.

ODDLY-NAMED TRADE TEASERS.

JAMAICA SWIZZLE.

Draw one ounce of pineapple syrup and a half-ounce of lemon syrup into a twelve-ounce glass. Squeeze the juice of a lime into this and add a dash of bitters and one-third of a glass of pineapple or lemon water ice. Fill with carbonated water and mix all well. Decorate with a cherry.

MERMAID FLIP.

One ounce claret syrup, half-ounce pineapple syrup, 1½ ounces grape juice, one egg. Draw the syrups in shaker, add grape juice and egg, crushed ice and milk, fill 12-ounce glass; shake well and strain into glass.

COMMODORE PERRY.

Draw one and a half ounces of chocolate syrup into a mixing glass; add two ounces of cream and a little ice. Shake, and add enough carbonated water with the fine soda stream to fill the mixing glass three-quarters full. Strain into a clean twelve-ounce serving glass, add a portion of ice cream, and decorate with sliced pears and a cherry.

GOLDEN FIZZ.

Into a mixing glass draw 1½ ounces of ginger syrup. Into this break an egg and add three dashes of Jamaica ginger, two dashes of acid phosphate and a little ice. Shake; fill with soda; strain into twelve-ounce glass.

FRATERNITY GRIP.

Raspberry syrup	2 fl.oz.
Orange syrup	½ fl.oz.
Egg	one.
Shaved ice	2 av. oz.
Milk	almost enough to fill glass.

Shake well, strain, add enough carbonated water to fill glass, and sprinkle with grated nutmeg.

KEWPIE.

One ounce red raspberry syrup, one ounce clear peach syrup, one No. 16 scoop strawberry ice cream, one dash sherry wine; fill 2-ounce glass with carbonated water, using fine stream. Top with a little whipped cream.

THE NEWLYWEDS.

Use a split dish, place one No. 16 scoop of peach cream and one No. 16 scoop of vanilla on dish; cover vanilla cream with sliced peaches and peach cream with bitter-sweet chocolate topping. Top with whipped cream and a whole cherry.

EARLY SWALLOW.

Fill a six-ounce stem glass two-thirds full of lemon sherbet and add a little crushed pineapple, crushed raspberry, and crushed strawberry. Place a small ladleful of vanilla ice cream on top.

MINT TODDY, MARYLAND.

Into a 10-ounce glass draw ¼ ounce of spearmint syrup and 1½ ounces ginger syrup, and add a dash of phosphate. Fill one-third full of fine ice and the remainder with carbonated water. Mix and decorate with a sprig of mint.

JITNEY JULEP.

One-half ounce pineapple syrup, one ounce grape juice, ½ ounce mint syrup, one dash phosphate, small quantity shaved ice; fill eight-ounce glass with carbonated water.

GOLDEN GATE FLIP.

Two ounces orange syrup, yolk of one egg, one small scoop vanilla ice cream. Shaved ice and enough sweet milk to fill 12-ounce glass. Shake, strain in glass, top with ladleful whipped cream and serve.

HONG-KONG SPECIAL.

No. 1. Thoroughly incorporate ½ pound of chopped figs, ½ pound of chopped dates and 1 pound of English walnut meats with enough simple syrup to make ½ gallon, and color a rich red.

No. 2. Run through a meat chopper ¾ pound of raisins and ¼ pound of dates, and mix with a little syrup, and add ½ pound of cocoanut, 4 ounces of crushed red cherries, 4 ounces of crushed green cherries, 4 ounces of crushed pineapple, and add equal quantities of maple and cherry syrup to make ½ gallon.

TOURISTS' DELIGHT.

Pour into a twelve-ounce glass the juice of half an orange, the juice of half a lemon and that of half a lime. Add shaved ice and fill the glass with plain soda. Sweeten to suit the taste with powdered sugar and garnish with a slice of orange.

MINT SANGAREE.

Into a 14-ounce glass draw 1½ ounces of strawberry syrup, 1 ounce of pineapple syrup, and 2 ounces of sweet cream. Add a sprig of mint and fill one-fourth full of fine ice. Shake thoroughly and fill with carbonated water, using the fine stream mostly. Strain into a clean glass and serve.

KING'S PEG.

Grape juice	2 oz.
Simple syrup	1 oz.
Cream, lukewarm	2 oz.

Mix the grape juice and syrup; then add the cream slowly so as to make it froth.

CHERRY CHOP SUEY.

Put a ladleful of candied cherries, chopped moderately fine, in a large sundae dish; pour over this a small ladleful of crushed pineapple; place a No. 8 cone of pistachio ice cream over the top and spread out with a spoon; then pour over the whole maraschino flavored or plain whipped cream and top off with a sprinkling of chopped nuts.

MAIDEN'S BLUSH.

A maiden's blush sundae consists of half an orange shelled out, with bisque ice cream and sliced orange on top.

SIMPLE SYRUP.

The following instructions for making and handling simple syrup are taken from a bulletin issued by the Illinois State Food Commission:

Purchase only the best grade of unblued granulated sugar for the preparation of simple syrup.

Use only pure water. There is absolutely no excuse for using dirty or impure water at the fountain.

If pure water is not obtainable from the city water supply, it may be rendered pure by distilling. Water can be distilled at a cost of one-half cent per gallon.

Water which contains no harmful bacteria but which is cloudy may be clarified by filtering. Filters which remove the greater number of bacteria from water are obtainable but they work too slowly to be of service for obtaining water for the fountain.

Clean syrup is probably most easily made by means of a syrup percolator. The sugar and syrup are protected from dirt and dust in the percolator. Percolators should be frequently cleaned. The cloth strainer over the diaphragm should be removed and well washed with water (do not use soap). Boil the cloth in clean water and replace. The cloth used for straining simple syrups made by other methods should be similarly treated.

Simple syrup should be stored in clean bottles or jugs which have been sterilized with boiling water. Fill container full to the neck and stopper at once.

Do not use wooden containers for syrup.

Yeasts and molds cannot grow in heavy syrups. Make the simple syrup using at least 12 pounds of sugar to each gallon of water. If necessary, dilute when using.

The use of saccharin or other artificial sweeteners is prohibited.

TO INTRODUCE A NEW DRINK.

Here's an idea I have seen worked out many times with great success, says a writer in the Fuller-Morrisson Company's *Pink Sheet*. Choose some drink or sundae that you want to make a run on; let two or three of the most popular girls and boys who come into your store try it; ask their opinions, and if they like it you can be pretty nearly certain they're going to tell the rest of the crowd about it, and before you know it, you will have calls for it regularly.

SIX SUMMER SHERBETS.

LEMON SHERBET.

A most delicious lemon sherbet may be made as follows:

Water	4 qts.
Lemons	10.
Granulated sugar	4½ lbs.

Grate half the lemons, squeeze and put rind of these lemons and the juice of all the lemons together with half the water and all the sugar into a pan. Set the pan on the fire and stir until the sugar is dissolved and the mixture becomes quite warm. Then remove and add the remaining two quarts of water. Strain and pack in freezer. If more tartness is desired, add a solution of citric acid, to suit the taste. Then freeze as usual with sherbet.

BRYAN SHERBET.

Grape juice	1 qt.
Sugar	½ lb.
Juice of oranges	6.

Sweeten the grape juice to taste; add the sugar to the orange juice; stir until sugar is dissolved; mix together and freeze slowly. Beat the white of an egg, adding a tablespoonful of powdered sugar and stir into the sherbet. Repack and set aside for two hours. Serve in sherbet cups.

COFFEE SHERBET.

Roast and grind 1 pound of Mocha coffee; place it in a French coffee pot and pour 4 pints of boiling water over it. As soon as the coffee is ready, pour it into an earthen bowl, add two pounds of sugar, cover well and set the bowl in a hot-water bath, stirring once in a while until the sugar is well dissolved. When the sugar is dissolved, strain the coffee, let cool, then freeze. When the ice is well frozen and just before serving, add about 5 small glassfuls of French cognac; mix thoroughly and serve immediately.

JUNE BRIDE SHERBET.

Vanilla syrup	1 pt.
Pineapple syrup	1 pt.
Orange syrup	1 pt.
Grape juice, prepared	2 ozs.

Serve one and a half ounces, in a mineral water glass with crushed ice.

MARASCHINO SHERBET.

Maraschino cherries	½ gal.
Concentrated cherry syrup	1 pt.
Granulated sugar	7 lbs.
Whites of eggs	2.
Spring water	5 gals.

Mix, stir, color red, and freeze. When serving, top each glass with a cherry.

CHERRY ICE.

Cherry juice	20 ozs.
Simple syrup	44 ozs.
Water	60 ozs.
Lemon juice	1 oz.

Color, if desired. Mix and freeze.

SUNDAES THAT WILL BRING BETTER PRICES.

MAYTIME.

Fill an eight-to-the-quart cone, rounded full of ice cream, place it in a champagne glass and pour over it a small ladle of crushed fruit. Take half a banana and peel, cut into thin slices, and place around the side of the cone.

NUT-DATE SUNDAE.

Dates, stoned	1 cupful.
Walnut meats, broken	1 cupful.
Powdered sugar	¼ cupful.
Marshmallow extract	½ cupful.

Beat all together and serve over a cone of ice cream, topped with a cherry, in a sundae glass.

VERA CRUZ SUNDAE.

Cover a sliced banana with ice cream on a sundae dish. Pour ginger syrup over it and add whipped cream. Top with chopped pecans.

TEXAS-GIRL SUNDAE.

Place a No. 8 dipper of peach ice cream in saucer. Slice two thin rounds from an orange; cut these in half and place around the cream; place a cherry at each intersection of orange; top with whipped cream and sliced peaches.

BLACK 'N WHITE SUNDAE.

Upon a split banana place two small portions of vanilla ice cream and cover with whipped cream so as to form an oblong mound. Then spread all with grated sweet chocolate.

ZEPPELIN SUNDAE.

Place two No. 16 scoops of different flavored cream on a split dish, place a wafer between the two creams, pour a ladleful of pineapple over one cream, a ladleful of caramel marshmallow over the other cream. Place a lady finger over the top lengthwise; place a lump of powdered sugar on this and drop two or three drops of alcohol on sugar; light and serve while burning.

ORANGETTE.

Place a cone of vanilla ice cream in a sundae dish and add

three slices of peeled orange. Cover with whipped cream and sprinkle with chopped black walnut meats. Garnish with a spoonful of current jelly.

DUCHESS.

On a six-inch plate place a slice of Neapolitan brick ice cream, and pour over it a ladle of fruit salad, tutti-frutti, or other mixed fruit dressing. Top with whipped cream and a cherry.

INDIVIDUAL PIES AND PUDDINGS.

Soda-fountain owners who combine the luncheonette feature with their regular service may find a helpful idea in the following, which is taken from a copy of the *American Druggist*:

Instead of serving slices or wedges of pie from a large pie, it has been found more desirable in many instances to serve small individual pies, wrapped in waxed paper, which precludes all possibility of handling except by the consumer. Little mince pies, well heated in an oven, above the hot soda urn, are proving especially appetizing. Such small hot mince pies may be made even more delicious by covering their centers with whipped cream just before serving them. Other pies, such as apple, peach, pineapple, cocoanut, custard, and pumpkin, may also be improved when served "a la mode" with a small scoop of ice cream in their centers, covered with whipped cream and topped with a cherry.

Individual plum puddings, obtained in cans from grocery stores and kept hot by being deposited in hot water, are also finding increased favor with patrons of the luncheon service. When it is desired to serve one of these small puddings, the dispenser opens the can with the key which accompanies it, places the pudding in a saucer and covers it with whipped cream, with a cherry atop all.

MILK SHAKES AGAIN IN VOGUE.

Milk shakes are coming back into vogue, especially in country towns and smaller cities where they used to be so popular. A good milk shake is a mighty good drink, nourishing and healthful and fine for children. The main objection heretofore was the time and trouble it took to make them. You had to shave ice and shake the drink by hand, or put in one of those old cumbersome milk-shake machines and turn the crank for five minutes to shake it up, and all for a nickel. They took too much time and too much labor for the remuneration, but now the mighty spirit of the new age of electricity helps out even the humble milk shake.

All fountains have or should have an electric mixer, says the *Pacific Drug Review*. Every fountain has a binful of shaved snow ice. It is but little trouble to draw any desired syrup from the fountain into a large soda glass, add a scoop of shaved ice, fill the glass full of milk, place it under the electric mixer, and in a minute or two it is done without trouble or labor. In fact, it really saves time, for while the electric spinner is mixing the drink you can go ahead and prepare another drink or two, and if there is more than one all will be done at the same time.

One of the beauties of the electric mixer is that while the work is well done in a minute it won't hurt the drink to let it spin on in the mixer for several minutes, and the drink doesn't have to be watched. It won't slop over or spoil while you do something else, and it is all ready for you when you want it.

BUSINESS HINTS

From a Layman's View-point.—

A writer in the "Ad-Visor" column of the *New York Tribune* recently contributed the following:

One cold, stormy night about six weeks ago I had occasion to transfer from a trolley car to one of an intersecting line, and as my car was not in sight I stepped into the corner drug store to wait. Hardly a minute had passed when a voice behind me said, "This is no waiting room." And when I paid no attention the remark was repeated more forcefully.

I looked around and saw glaring at me a small, grouchy looking man in a white jacket—evidently the proprietor. "Isn't it?" I asked, turned my back and went on waiting.

"See here, mister," he whined, "if you're just waiting for a car you can wait outside."

For some reason or other I didn't get mad, but took a notion to see if I could penetrate his thick skin. So I questioned him and made him admit that he rented an expensive corner store, made it look attractive, used plenty of electric light, gave space to a public telephone booth, etc., etc., solely because he wanted to attract people into his store. Then I showed him how he was losing a big opportunity by acting as he had done with me, and told him if I was running his place I'd have benches for people to sit on and a big sign, "Waiting Room." Then when people came in to wait I'd try to sell them something.

"If," I went on, "you had approached me with 'Good evening, sir; do you happen to need any shaving soap?' or some remark of that kind, you would have reminded me that I had meant to get some tooth-paste. But after the way you've treated me, do you think for a minute I'll buy it here? Not by a jugful." And I went out to my car.

When I told this experience to a friend about a week later I was much interested to have him tell me that, while he had had the same greeting from this man a month or so previously, he was much astonished only the night before, when he stepped in out of the rain, to have Mr. Druggist approach him with "Good evening, sir; bad night; by the way, how is your supply of shaving soap?" And that reminded him of something else, which he bought. Maybe my lecture really took.

R. B. G.

Maybe it did. It should have. For it is a sound and spicy little disquisition on trade-building.

A Store Booklet that Impresses the Customer.—

"A Nice Little Drug Store" is the title of an attractive booklet distributed by Herbert F. Dugan, San Francisco, Cal.

The title was inspired by the chance remark of a casual customer, and the idea of the booklet is to show that there is more to the Dugan Store than the part ordinarily seen by the majority of patrons.

Contained in the booklet are illustrations of the exterior of the store, the store proper, Mr. Dugan's private office, a ladies' rest room, the prescription room, the pharmaceutical manufacturing room, two storage

rooms, the bookkeeping department, the surgical dressings stock-room, and a room having a daily manufacturing capacity of 3000 pounds of poisoned barley which Mr. Dugan contracts to supply the United States government.

The illustrations in the booklet measure $3\frac{1}{2}$ by $5\frac{1}{2}$ inches, while the booklet itself is $3\frac{3}{4}$ by $8\frac{3}{4}$ inches. Various shades of green are used, the paper on which the booklet is printed being a light green, while the cover and illustrations are a darker shade of the same color. The title, which appears on the lower right-hand edge of the front cover, is done in gold.

Mail-order Trade Solicited by Form Letter.—

Arthur G. Tracey, who conducts a drug store in Hampstead, Md., believes in going after customers by mail. Whenever a newcomer moves into his town, or into the territory surrounding it, he sends to the recent arrival a letter like this:

DEAR SIR:

You have been recommended to me by one of your neighbors as a reliable customer. I have several customers in your neighborhood, and am anxious to increase my mail-order business in your community.

I pay the delivery charges on all goods that I send to my customers, and can mail most everything except poisons.

The special line of goods which I make is guaranteed in such a way that any purchaser who is not satisfied with the merchandise will have his money returned. And that guarantee holds good, too.

The person who gave me your name is a neighbor and a friend, and is doing you, as well as me, a favor in giving me your name.

You will find my store as handy as any which may be nearer to you, since I deliver the goods, and deliver them promptly, too. Try me by sending me a sample order. My prices are reasonable and my stock is large. Anything you order you will get.

Read this letter over seriously; the circulars that are enclosed also. I am sure that you will become one of my regular customers.

Very truly yours,

ARTHUR G. TRACEY.

Mr. Tracey reports that getting after newcomers in this way secures additional business at a comparatively small cost.

Who is the Boss?—

The superintendent of a big department store in Boston conducts a school of salesmanship in his establishment and, according to the *Red Cross Messenger*, one of the first questions he puts to his class of beginners is: "Who is the boss?"

After salesmen-pupils have guessed every official about the establishment, the superintendent explains: "No, no, no! he is not the boss. The real boss in this store is the customer. It's the customer that you and I are here to please. It's the customer who pays your wages and mine. Now, if you are sitting behind your counter, doing nothing, and you see me coming, don't jump up; but if you see the customer—the boss—coming, Jump! That always makes a deep impression."

The lesson is a good one to memorize.

A Window Detective.—

A Baltimore, Md., druggist, says the *Red Cross Messenger*, was asked by a Johnson & Johnson man how he knew when he had a good window display. "I get a man to stand outside the store every once in a while and listen to what the people say about the windows," he replied. "Unless that window makes people stop and brings forth favorable comments and leads a proportion of the pedestrians into the store it is a failure and I change it mighty quick. The window detective is worth all the time he spends on that job."

PRACTICAL PHARMACY

Beri-necessary.—

Oryzanin is a principle found in the outer coatings of unpolished rice which is necessary to the nutritive value of the rice, and is an indispensable constituent of foods generally. It acts as a stimulant to nutrition, and has a much greater stimulating action than peptone, asparagin, and similar bodies. It is being used as a remedy in beriberi.

To Cut the Bottom from a Glass Bottle.—

It sometimes happens that the druggist wishes to cut the bottom off of a glass bottle in order to make a percolator or to cut the top off in order to obtain a jar. There are a number of ways for doing this, but according to the *Memphis Druggist* one of the simplest is the well-known method of tying a string saturated with turpentine about the bottle. The string is then ignited while the bottle is held in a horizontal position and rotated slowly so that the bottle is encircled with a small flame. The bottle is then plunged in cold water, when it usually breaks in a fairly uniform line.

Another method which gives rather better results is to fill the bottle with cottonseed oil to the point at which it is desired to break it. An iron rod heated to a white heat is then carefully thrust into the oil and held there for some time. The bottle soon cracks about the surface of the oil in a perfect line. It is a good plan, if the bottle is thick, to stand it in cold water.

After cutting bottles it is best to grind off the sharp edges with a file or by rubbing it on glass covered with wet emery dust.

A Labeling Tip.—

The following method of labeling, described by Robert W. Taylor in the *Chemist and Druggist*, is the outcome of experiments conducted with a view of producing labels satisfying the following conditions:

1. Ability to withstand as many solvents and corrosives as possible.
2. Legibility.
3. Neatness and finish.
4. Cheapness.
5. Ease and rapidity of labeling.

Lettering and Material Used for the Label.—Fairly stout opaque white glazed paper is the basis for the label. India or liquid Chinese ink is used for writing in bold, neat letters the wording required.

Paraffin wax completes the requisites.

Manner of Execution.—Neat, bold letters are required in as compact a space as possible. Having written your label, allow it to dry well. Then paste it on the empty bottle with starch or dextrin paste, which should not contain any acid preservatives. Again allow to dry.

Now hold the bottle in the left hand underneath a Bunsen flame inclined at 45 degrees. With the right hand hold a block of paraffin wax in the flame, and allow the melted wax to fall in drops over the label. Put the block of wax down, and, holding the bottle in both hands, slowly rotate it over, and close to, the tip

of the flame. Thoroughly melt the wax in the label. Remove from heat and allow to get quite cold. With a knife scrape all superfluous wax from the glass, almost but not quite up to the edges of the label.

Any irregularities in thickness of wax over the label may be carefully pared down. Then take a dry, clean cotton duster and polish the label.

You will now have a polished distinct label, which has cost the merest fraction of a penny, a few minutes' time only, and no patience. This label, which looks like opal glass, will be found to be quite unaffected by concentrated and dilute acids, alcohol, and most other liquids. Ether attacks it, and so, very gradually, do solutions of alkaline carbonates and bicarbonates. But at any rate, it is more durable than any other attached labels, excepting glass. It may be cleaned by rubbing with a clean duster and then polishing.

Instead of being only over the surface of the label, as are most other varnishes and finishes, the paraffin in this case becomes actually a part of the material of the label.

Making Standard-strength Fowler's Solution.—

The Bulletin of the North Dakota Agricultural Experiment Station reports that analyses of a number of samples of Fowler's solution obtained from drug stores throughout the State showed a variation in arsenic content of from 3 to 192 per cent. "In other words," says the Bulletin, "one of them has scarcely any arsenite, while another is nearly twice the required strength."

Carelessness in weighing the ingredients may perhaps account, in many instances, for such wide discrepancies. In those cases, however, where the solution is below strength the fault may lie in the method of manufacture, according to an explanation appearing recently in the *National Drug Clerk* and reprinted in the *Druggists Circular*. The writer of the article says: "While working at the Touro Infirmary (New Orleans, La.) in the pharmacy department as assistant pharmacist to Dr. Phillip Lobenhoffer, he (Dr. Lobenhoffer) discovered why the finished product of the solution of potassium arsenite, by using the utensils directed and following the directions of the U. S. P., did not, in most cases, come up to the official strength (potassium arsenite corresponding in amount to 1 per cent of arsenic trioxide). The Pharmacopœia directs that a weighed quantity of potassium bicarbonate and arsenic trioxide should be placed in a tared dish (which is usually an evaporating dish), and a weighed quantity of water added to it, and permitted to boil until solution is effected.

"While the substances are boiling and the chemical change is taking place, bubbles form and burst in the air and pass the edge of the dish. Every time a bubble bursts in the air and passes the edge of the dish, pure arsenic is being lost, and consequently, starting out with a weighed quantity, the finished product is not one per cent in strength.

"Substituting an Erlenmeyer flask for the evaporating dish would obviate the deficiency in strength, because every time a bubble burst it would strike the side of the flask and rotating the flask a little would bring the substance in solution and the finished product would be one per cent in arsenic strength by weight. Naturally it is understood that the rest of the directions of the U. S. P. would have to be followed."

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Condition Powders for Cows.

C. W. F. writes: "Please print formulas for tonic or condition powders used in the treatment of cattle. Proprietary preparations of this nature are claimed to contain from 10 to 12 ingredients, each one of which is said to be good for a certain disorder; can you tell me for what the various drugs are indicated?"

The following formulas are taken from the literature:

- (1) Exsiccated sulphate of iron.....5 pounds.
 Ginger3 pounds.
 Potassium nitrate5 pounds.
 Sulphur10 pounds.
 Flaxseed10 pounds.
 Gentian7 pounds.
 Cream of tartar.....3 pounds.
 White rosin5 pounds.
 Aniseed5 pounds.

Thoroughly powder, and mix. The dose is a tablespoonful once or twice a day, mixed in the feed. Another method is to mix the dose into a mass with molasses, honey, or glycerin.

- (2) Powdered gentian2 ounces.
 Powdered saltpetre½ ounce.
 Powdered sulphur2 ounces.
 Powdered resin1 ounce.
 Powdered fenugreek1 ounce.
 Powdered ginger2 ounces.
 Powdered cayenne pepper.....1 ounce.
 Powdered flaxseed5 ounces.
 Powdered elm bark.....5 ounces.
 Powdered bloodroot1 ounce.
 Exsiccated sulphate of iron.....5 ounces.
 Powdered sodium sulphate.....4½ ounces.

Triturate the ingredients to a fine powder and mix. Dessert-spoonful two times a day in the feed.

- (3) Common salt1 part.
 Glauber salt2 parts.
 Sodium bicarbonate2 parts.
 Juniper berries2 parts.
 Gentian2 parts.
 Ginger2 parts.
 Linseed5 parts.
 Fenugreek10 parts.
 Asafetida10 parts.
 Fennel seed, sufficient to make.....150 parts.

Powder separately and mix thoroughly. The dose for a cow is a heaped-up teaspoonful administered with the animal's food.

Here is a list that is sometimes used in determining what ingredients may enter into a condition powder:

Alteratives: sodium hyposulphite, sulphur. *Diuretics and Diaphoretics:* alum, buchu, cream of tartar (pure or crude), juniper berries, lobelia, potassium nitrate, resin. *Expectorants:* bloodroot, potassium chlorate, elecampane, licorice root, lobelia, resin. *Tonics:* iron carbonate, gentian, cinchona, poplar bark, iron sulphate. *Aromatics and correctives:* anise, sodium bicarbonate, camphor, cascarilla, capsicum, fenugreek, ginger, mustard, salt. *Emollients and laxatives:* aloes, magnesium sulphate, flaxseed meal, sodium sulphate, oil-cake meal. *Sedatives:* asafetida, digitalis, skunk cabbage, valerian.

Freckle Lotions.

J. E. K. asks: "Will you please print several formulas for freckle lotions?"

Here is a harmless lotion that is said to have given excellent results in mild cases:

- Borax5 drachms.
 Potassium chlorate.....5 drachms.
 Alcohol1 fluidounce.
 Glycerin2 fluidounces.
 Rose water, to make.....16 fluidounces.

Dissolve the two salts in the liquid and filter. This is to be applied with a soft cloth or sponge several times a day.

For more obstinate cases the following is recommended in the literature:

- Salicylic acid60 grains.
 Bay rum4 fluidounces.

This is to be applied night and morning with a soft cloth.

The lotion soon produces a slight roughness of the skin, which should be subdued by the use of glycerite of starch or any toilet cream or jelly. Care must be taken not to get any of it too near the eyes, nostrils, or lips. Should the skin become red and irritated, the use of the lotion must be suspended for a few days in order to allow the inflammation to subside.

A lotion containing mercuric chloride may be prepared as follows:

- Mercuric chloride5 grains.
 Hydrochloric acid100 minims.
 Bitter almonds5 drachms.
 Glycerin3 fluidrachms.
 Tincture of benzoin.....1 fluidrachm.
 Orange-flower water, to make.....8 fluidounces.

Blanch the almonds and, in the usual manner for making seed emulsion, prepare 6½ fluidounces of emulsion, and to this add the tincture and glycerin. Also dissolve the mercuric chloride in one fluidounce of water, add the acid, and incorporate this solution with the emulsion. This liquid is to be applied once a day with a sponge or soft cloth.

Dr. Max Joseph, of Berlin, a well-known dermatologist, claims in his "Short Handbook of Cosmetics" that the sole radical cure for freckles is the use of carbolic acid. We may add, however, that this must be used with great caution.

He says: "The liquid carbolic acid is best applied with a pointed match. Each isolated brown spot should be touched. The corrosion causes first a whiteness; then the part becomes black, red, and lastly—after a few days—pale. The face is naturally disfigured for a day or two, so that it is advisable to operate on a small part only, at each sitting. One must merely burn superficially, and of course exercise great care."

Oily Dressing for Linoleum.

J. P. Co.'s Sons write: "We would like to have supplied a formula for an oily dressing that will preserve linoleum."

To give a clean, bright appearance to a linoleum floor, wash it well with warm soap-suds and rinse with clear, warm water until perfectly dry. As soon as the surface is dry apply a coating of equal parts of raw linseed oil and turpentine, using a wide paint brush for the application.

It will be found best to apply the mixture of oil and turpentine at night, so as to allow the oil to penetrate to some extent. In the morning any surplus oil may be wiped off with old rags. The linoleum should be treated this way about once a month. The floor should be swept with a soft floor brush in preference to a broom, which is likely to scratch the surface of the linoleum and is,

besides, less efficient for removing fine dust. The linoleum should be washed at least once a day with a large sponge clamped on a mop stick. Thus treated a linoleum floor surface will always look well and wears more durably.

The following has been recommended as a polish for linoleum:

Yellow wax.....	1 avoirdupois ounce.
Carnauba wax.....	2 avoirdupois ounces.
Oil of turpentine.....	10 fluidounces.
Benzine	10 fluidounces.

Melt the two waxes, carefully add the oil and benzine, and stir until cold.

A varnish for linoleum may be prepared as follows:

Yellow wax	1 part.
Amber varnish	1 part.
Oil of turpentine.....	2 parts.

Melt the wax, add the oil and then the varnish.

This is to be applied by means of a woolen cloth.

Tooth Pastes.

M. K. asks: "Can you supply me with several formulas for tooth pastes, white in color, suitable for marketing in collapsible tubes?"

Here are three formulas:

- (1) Precipitated chalk.....16 avoirdupois ounces.
White Castile soap (powdered).... $\frac{1}{2}$ av. ounce.
Thymol

Dissolve the thymol and the oils in the alcohol and mix thoroughly all the ingredients. Then add enough of the following mixture to produce a paste or cream of the desired consistency:

Gelatin	30 grains.
Water	2 fluidounces.
Glycerin	4 fluidounces.
Saccharin	4 grains.

Dissolve the gelatin and saccharin in the water by aid of gentle heat and add the glycerin.

- (2) Powdered Castile soap.....33 grammes.
Precipitated chalk.....25 grammes.
Alcohol

Mix the soap with the chalk and add the glycerin and alcohol, previously mixed together. Before mixing the two latter dissolve the acid, the oils, the saccharin and the thymol in the alcohol. Put into collapsible tubes immediately.

- (3) Precipitated chalk

Pour the water into a mixer, gradually add the chlorate of potash, and mix well. Then add the powdered sugar and white mineral oil, and after mixing thoroughly with the chlorate of potash, gradually add the oil of peppermint and glycerin. Finally add the precipitated chalk in very small proportions.

Formula No. 3 was supplied to the BULLETIN by Joseph Jacobs, of Atlanta, Ga., who says that it makes a very satisfactory product.

Cement for Cinematograph Films.

J. M. H. writes: "Can you supply me with a formula for a one-solution preparation used for joining inflammable and non-inflammable cinematograph films?"

Reference of your inquiry to several Detroit moving-picture film agencies elicited the rather vague information that such compounds are mixtures of collodion,

celluloid, amyl acetate, acetone, and ether; or of alcohol, shellac, and camphor.

A film-cementing preparation, the reliability or efficiency of which we cannot vouch for, is made by dissolving 5 parts of celluloid in 16 parts of a mixture composed of amyl acetate, acetone, and ether. This preparation is quite inflammable. Film cement may also be made as follows: Dissolve one part of gum camphor in 4 parts of alcohol; dissolve an equal weight of shellac in the strong camphor solution. The cement is applied warm, and the parts united must not be disturbed until the cement is hard.

The manager of a local film agency states that his company, after experimenting with the manufacture of cements of various kinds, came to the conclusion that it could purchase, ready-made, a better cement at a less cost than it was possible to produce in the company's laboratory. The cement used by the firm is obtained from the Atlas Supply Company, Philadelphia, Pa.

Egg Shampoo.

J. L. W. asks: "Can you furnish me with several formulas for egg shampoos?"

Here are three:

- (1) Egg yolks

Beat the egg yolks, mix thoroughly with the other ingredients by agitation, and strain.

- (2) Transparent soap

Melt the soap with 8 fluidounces of water by the aid of heat, and when cool add the glycerin, tincture of soap-bark, and perfume. Mix the white of egg with four fluidounces of water, and, when completely dissolved, strain into the soap mixture, adding water if necessary to make a pint. Mix thoroughly, allow to stand 24 hours, then filter.

- (3) Fresh eggs

Thoroughly beat the eggs, dilute with the rose-water, add the other ingredients, mix intimately by agitation, and strain.

If a pronounced egg-yellow color is desired it may be obtained by adding a little aniline yellow to any of the foregoing.

"Compounding" and the Harrison Law.

The L. Drug Co. writes: "Kindly inform me how much laudanum we can put in the following mixture and not conflict with the Harrison law:

Tincture opium	
Turpentine	2 fluidounces.
Raw linseed oil q. s. ad.....	1 pint.

The amount of laudanum which may be included in the above mixture may be very roughly stated to be—none at all!

According to that Treasury Decision known as No. 2213 none of those narcotics which are covered by the Harrison law can be included in any mixture providing the physical act of compounding is involved. Harrison.

law narcotics can be contained in a pharmacopœial preparation, in a National Formulary preparation, in a proprietary preparation, or in a private formula preparation, provided the amount per solid or fluid-ounce does not exceed two grains of opium, $\frac{1}{4}$ grain of morphine, $\frac{1}{8}$ grain heroin, or 1 grain of codeine. Cocaine is, of course, barred altogether, under circumstances similar to the one under discussion. This is always a safe rule: No prescription or receipt calling for a narcotic in any quantity can be put up *if the physical act of compounding is involved*. The only way the mixture can be compounded is in a prescription made out in regular Harrison law form and signed by a practitioner who has registered under the act.

Automobile Polishes.

R. E. B. writes: "Will you kindly furnish a formula for a good automobile polish?"

Here are three formulas—one each for cream, liquid, and paste:

Cream Polish.

Castile soap	2 ounces.
Yellow wax	2 ounces.
White wax	1 ounce.
Spirit of turpentine.....	16 fluidounces.
Boiling water	6 fluidounces.

Melt the waxes on a water-bath and add the turpentine, stirring until the mixture is quite liquid. Dissolve the soap in the boiling water, and pour the two mixtures simultaneously into a hot earthenware jar. Stir for five minutes and then pour into wide-mouth bottles.

Liquid Polish.

Linseed oil	20 fluidounces.
Spirit of turpentine.....	12 fluidounces.
Solution of antimony chloride.....	1 fluidounce.
Vinegar	8 fluidounces.
Methyl alcohol	3 fluidounces.
Camphor	2 drachms.
Sal ammoniac	3 drachms.

Dissolve the camphor in the spirit and the sal ammoniac in the vinegar; mix the ingredients in the order of the recipe.

Paste Polish.

Ceresine	3 pounds.
Spirit of turpentine.....	4 pints.
Resin	6 ounces.

Melt the ceresine and resin together and then add the turpentine, stirring until of a creamy consistency.

Before applying any of the foregoing, the surface to be polished should first be cleaned thoroughly with water in order to remove any dust or dirt present.

Tan Shoe Paste.

M. O. B. writes: "Will you publish directions for making a paste polish for tan shoes? I would also like to know if it would be possible to incorporate a tan dye with the ingredients used in making polishes for black shoes, and if so would like to be supplied with a formula."

The following may be used as a basis for either tan or black paste:

Carnauba wax	10 ounces.
Beeswax	3 ounces.
Stearin	1 ounce.
Oleic acid	1 fluidounce.
Oil of turpentine.....	45 fluidounces.

Melt the three solids by heat, dissolve the coloring required in the oleic acid, add to the "melt," then gradually add the turpentine, keeping the mixture at a temperature of 40° C.

Oil-soluble nigrosin or brown dye (dissolved in the oleic acid) may be used to give the desired color to the paste in the proportion of ten to thirty grains to each ten ounces of paste. One grain of Nankin brown to each ounce will produce a satisfactory color for a tan shoe paste.

An Antiseptic Powder Containing Formaldehyde.

D. M. J. asks: "Can you supply me with a formula for a powdered preparation, containing some form of formaldehyde, that will be suitable for use as a local antiseptic?"

The following modification of the "Soluble Antiseptic Powder" of the National Formulary will perhaps meet your requirements:

Salicylic acid	5 grammes.
Phenol	1 gramme.
Eucalyptol	1 gramme.
Menthol	1 gramme.
Thymol	1 gramme.
Paraformaldehyde	2 grammes.
Zinc sulphate	125 grammes.
Boric acid (impalpable powder).....	864 grammes.

Triturate the salicylic acid and zinc sulphate to a very fine powder; add the carbolic acid, eucalyptol, menthol, thymol, and paraformaldehyde, and continue the trituration, adding the boric acid, in small portions at a time, until a uniform impalpable powder is obtained. Paraformaldehyde is used in place of formaldehyde, as the latter is not suited for incorporation with a powdered mixture.

We suggest that you write the Department of Agriculture, Washington, D. C., to find out full particulars of the law concerning the labeling of insecticides.

Overcoming the Cigarette Habit.

H. L. W. asks: "Will you publish the best formula you know of for overcoming the cigarette habit?"

We printed on page 125 of the BULLETIN for last month formulas for several "placebos" used in the treatment of the tobacco habit. You will find them under the title "Overcoming the Tobacco Habit."

In addition, we may say that a writer in the *Bulletin Médical* states that if the mouth be rinsed with a solution of silver nitrate (one-fourth of one-per-cent strength) it will overcome the desire for tobacco, because after this is done the smoke causes a gustatory sensation which is most repugnant and which removes, for a time, all desire to smoke.

A Shaving Cream for Use Without a Brush.

L. J. H. writes: "I would like a formula for a shaving cream that may be used without a brush or the necessity of making a lather on the face."

The following is said to make a satisfactory preparation:

Stearic acid	280 grains.
Stronger ammonia water (28%).....	15 minims.
Solution of potassium hydroxide (5%).....	360 minims.
Glycerin	1 fluidounce.
Water	9 fluidounces.
Perfume	q. s.

Melt the acid, and to it add the hot water, glycerin, solution of potassium hydroxide, and stronger ammonia previously mixed and brought to a temperature of 80° C., adding the ammonia at the last moment just before mixing with the stearic acid. Stir and heat a few moments until the mixture thickens, then cool and add the perfume.

Any desired perfume may be used, a mixture of lavender and bay oils being particularly suitable.

About Anti-puncture Mixtures.

R. H. writes: "I would like a formula for an anti-puncture mixture to be placed in automobile tires."

We are not familiar with the composition of any preparation for the automatic repairing of punctures that we care to recommend. Many of the compounds on the market contain glycerin, carbon disulphide, chloroform, or turpentine—all of which have a more or less

deteriorating effect on rubber. Indeed, very few tire manufacturers will allow mileage adjustments on tires which have been treated with such compounds.

If any of our readers are familiar with the composition of an anti-puncture preparation which is not injurious to the rubber we will be glad to publish it.

What Discount Should Be Given Veterinarians?

R. B. asks: "How much discount should I give our veterinarian? He does not send us any prescriptions, and we do not feel like giving him very much discount, although we do not want to lose his good-will; it is worth something and he sends us a little business."

It would seem that this is a matter that must be determined by individual judgment; circumstances must be permitted to gauge the discount allowed. Perhaps the majority of druggists supply both physicians and veterinarians with what merchandise may be needed at about 10 per cent above cost. Others allow only a discount of 10 per cent from the retail price. And between these extremes are all kinds of variations. It cannot be said that there is a general rule; for that matter, it would be extremely unwise to advocate that there should be one.

Dry Shampoo.

J. M. H. asks: "Will you print a formula for a dry (spirit) shampoo?"

A liquid shampoo, "dry" in the sense that it contains no water, may be made as follows:

Stronger solution of ammonia.....	4 fluidrachms.
Oil of bitter almonds.....	15 minims.
Tincture of quillaja.....	3 fluidounces.
Lavender water	5 fluidounces.
Alcohol, to make.....	12 fluidounces.

Dissolve the oil of bitter almonds in the alcohol, then add the tincture, the lavender water, and finally the solution of ammonia.

If desired, the lavender water may be replaced by any other suitable perfume.

Mange Remedy.

A. J. C. writes: "Will you please publish a formula for a mange remedy?"

Here is the formula of a preparation that is used to a considerable extent:

Oil of tar.....	2 fluidounces.
Precipitated sulphur	2 drachms.
Crude petroleum oil.....	½ fluidounce.
Kerosene, to make.....	1 pint.

Rub the sulphur with the oil of tar and then add the balance of the ingredients.

A "shake" label should be placed on each bottle.

Analgesic Balm.

W. J. H. asks: "Will you please print a formula for analgesic balm?"

The following appears in the literature:

Wool-fat.....	9 drachms.
Yellow wax.....	3 drachms.
Menthol	3 drachms.
Methyl salicylate	2 fluidrachms.
Water	3 fluidrachms.

Melt the wax and wool-fat on a water-bath, add the menthol and methyl salicylate, stir and cover, and when creamy, mix in the water.

This preparation should be dispensed in collapsible tubes.

BOOKS

"COMMUNITY DEVELOPMENT."

Building up the small town is the subject considered in the newest book by Frank Farrington, well known through his contributions to various trade journals and several books on retail business methods.

The book is designed primarily for the use of the small town of ten thousand population or less, and considerable space is given over to providing, in understandable form, information that makes comparatively easy the organization and operation of a commercial club and allied organizations and their departments.

Mr. Farrington endeavors to show how a well-developed community interest will keep trade from going to near-by cities or to mail-order houses, aid ministers in keeping their flocks together, and prevent children from leaving home to seek opportunities in larger cities—in short, how it will make the small town, through coöperation, a businesslike and desirable place in which to live.

"Community Development" is published by the Ronald Press Company, 20 Vesey Street, New York City, and is offered at the price of \$1.50, post-paid.

A BOOK ON BUSINESS MANAGEMENT.

"The Butler Way System Book" is the name of a new 220-page volume put out by Butler Brothers. It represents an effort to tell in a non-technical way the many technical matters relating to the business side of the retail store.

The book treats of profits and how to figure them, and outlines three complete systems of bookkeeping. It considers such subjects as taking inventory, credit, banking, fire insurance, collections, leases, freight and drayage, waste, and other subjects.

The book is supplied without charge to Butler Brothers' customers.

SAW PALMETTO.

"Saw Palmetto, a Phytochemical Study of the Fruit of *Sabal Serrulata*," is the title of Bulletin No. 767, University of Wisconsin. The treatise constitutes a thesis submitted by Charles August Mann, Instructor of Chemical Engineering, University of Wisconsin, for the degree of Doctor of Philosophy, and is very thorough and unusually instructive.

Persons who reside in Wisconsin may obtain copies free by applying to the secretary of the regents and paying the cost of transportation; to persons not residents of the State the price is 25 cents.

A DRUG STORE BLOTTER AND DIARY.

Smith Brothers & Company, Port of Spain, Trinidad, British West Indies, put out a very attractive "Blotter and Diary," as it is called. Allied flags make up much of the covers, and the contents of the book comprises diary sheets alternating with advertising pages. The company has a branch store at Arima and another at Sangre Grande. George C. Dieffenthaler, F.C.S., is manager.

BULLETIN OF PHARMACY

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THE MONTH'S HISTORY

THE COURSE OF THE STEVENS BILL.

One who is in the habit of following the tortuous windings of a reform measure from the time it is first seriously thought of until it finds expression in some kind of a law, is not at all discouraged by the progress made by the price-maintenance measure originally known as the Stevens Bill—this in spite of the fact that the bill changes its name as often as does an habitual divorcée. The first draft of a measure of this character is usually little more than a tangible basis for legislative committees to work on; its form, often its scope, almost invariably suffers many alterations.

The original Stevens bill was faulty; had it passed, most likely it would not have stood a test in the courts. For that matter, it is doubtless a fact that it could not have secured enough support to have made it a law, for

there was pronounced opposition to some of its provisions from men who fully believed in the general principles involved.

Attempts to remedy some of these defects have resulted in a bewildering change of title—the Stephens bill; the Stephens-Ayers bill; the Stephens-Ashurst bill. With the introduction of each new measure—always the result of compromise, perhaps—hope has been renewed that we were a few steps nearer the goal. In fact, word has recently gone out that the Stephens-Ashurst bill is to be reported out of committee in a short time. It is confidently predicted that enough votes have been pledged to enact the measure.

* * *

N. A. R. D. OFFICERS NOT SATISFIED.

In this connection it may be noted, however, that a number of the officers of the N. A. R. D. have been to Washington lately, and if we are to base judgment on an editorial in a recent issue of the *N. A. R. D. Journal*, they are not altogether pleased by certain changes made in the phraseology of the Stephens-Ashurst bill while in committee. In fact, the statement is made that it "may shortly become necessary to cut the Gordian knot of compromise and get behind a congressional measure that is something more than a bundle of high-sounding words relating to a very desirable principle." Thus the rank and file of the organization may soon be called upon to withdraw its support of the bill now pending and to ask their congressmen to vote for a new measure.

Answering the editorial from which the above quotation is made, a sharp rap of remonstrance was first sent out by Secretary Whittier of the American Fair Trade League, which could not have failed to have struck fire at N. A. R. D. headquarters; and then, a few days later, J. Leyden White, who has resigned as the association's correspondent at Washington, addressed a circular letter to the retail drug trade in general in which several sizes of type were used to express his indignation.

Taken altogether, the situation suggests a number of possibilities—pending which it might be well for the innocent bystander to keep pretty close to the root-cellar!

* * *

The mailing of poisons has been a subject of controversy for some time. It was the apparent intention of Congress that preparations and substances of this character, when not outwardly or of their own force dangerous to other matter contained in the bags or to persons employed in the postal service, should be admitted to the mails, but under control of the Postmaster-General with respect to preparation and packing.

Unfortunately, however, the Post-office Department exceeded its authority in promulgating its early regulations; a court declared these rulings invalid, and the entire situation became somewhat involved. During the last year or two it has been extremely difficult to find out just what could or could not be done, the general situation being that poisons could not be mailed. This condition has worked quite a degree of hardship in certain instances, if not actual loss of life. A physician remote from a railway station, for instance, could not quickly get potent drugs for emergency cases. On the other hand, express companies have profited immensely.

Quite recently two new rulings have been issued which were hailed in some quarters as being much wider in scope than they really are. First came the statement that "a compound or preparation which is not a poison may be mailed even if it does contain a small proportion of poisonous ingredients." This is so restrictive, to begin with, and so indefinite altogether that it can be construed to mean little, if anything. The second ruling relates to preparations and remedies exempted under the Harrison law: these, we are told, "are not considered to be poisons and may be sent in the mails." When we remember, however, that preparations and remedies exempted under the Harrison law are almost invariably liquid, it will be seen that there is hardly ever occasion for sending them by mail.

So we are just about where we were before; the measure of relief afforded may be classed as occupying ground somewhere about midway between the intangible and the infinitesimal.

PURITY AND SANITATION IN INDIANA.

The Indiana Board of Health has inaugurated two campaigns which are of interest to the druggists of that State—of all States, for that matter. One is an effort to ascertain the purity, or lack of it, of cheap drug products sold by five-and-ten-cent stores, and the other is to learn to what extent persons afflicted with skin or venereal diseases are employed in the handling of food products.

It is said that samples of ten-cent toilet preparations have been gathered from the stores of Indianapolis and that an analysis of them will be made by the State chemist. It is thought that wood alcohol is often employed in the preparation of this class of cheap goods, and should this suspicion prove true the offending merchants from whose stores the samples were collected will be rigidly prosecuted. The movement is to embrace the entire State.

Investigations which have been quietly conducted for some time have revealed some startling conditions, in the matter of the handling of drinks, confectionery, and foods by persons afflicted with dangerous diseases, particularly, it is said, in restaurants and hotels; "truly terrifying," the situation has been phrased.

Druggists are coöperating fully in these movements, we are told. Indeed, they are directly interested, for practically every drug store in Indiana has either a soda fountain or a stock of confectionery, or both.

* * *

REMEDYING THE REMEDY BUSINESS.

The New York legislature is still the center of what appears to be an attempt to "remedy" certain phases of the drug business. Hearst's *New York American* has been quite active, and what are known as the "Hearst bills" have created considerable discussion. One of these would prohibit the presence of narcotics in any quantity in proprietary preparations, the result being that it would be unlawful for a druggist to sell a compounded preparation, like brown mixture, for instance, except on a physician's prescription; and the other would make it unlawful for a druggist to dispose of a proprietary preparation containing more than 10 per cent of alcohol—except on the written prescription of a physician.

Then there is the Hamilton-Fertig bill, discussed in this department last month, which

would give the State Commissioner of Health the power to fix standards. This bill, also, is aimed at "patent" or proprietary preparations, and is said to be an attempt to work into a State law what the backers of the Goldwater ordinance have been forced to delete from their rather arbitrary attempt at discrimination in the city of New York.

It is said, however, that none of these bills has a ghost of a show at this session of the legislature. Only three out of twenty bills affecting pharmacy are scheduled for passage, it is stated.

* * *

"DILUTING" NOT "COMPOUNDING." When a druggist reduces the narcotic content of a prescription by adding other ingredients, he is "diluting," not "compounding," apparently. This seems to be a reasonable interpretation of the Harrison law ruling commented on last month in this department. However, the government will not tolerate bad faith, which perhaps would be shown were the diluent sugar-of-milk, water, simple elixir, or some similar substance.

This decision is intended to amend or modify T. D. No. 2213, and permits the refilling of narcotic prescriptions, in case the original prescription was exempt as provided in Section 6. That is to say, if a prescription calls for a N. F. preparation, a U. S. P. preparation, or a preparation on the shelves already compounded, and if the preparation or product called for does not contain more than 2 grains of opium, $\frac{1}{4}$ grain of morphine, $\frac{1}{8}$ grain of heroin, or 1 grain of codeine to the ounce, then the prescription may be put up without regard to the Harrison law, and it may be refilled.

More than that, if the prescription calls for preparations embraced in the classes just enumerated, and if such preparations are "combined with other non-narcotic medicinal agents, with a consequent further dilution of the mixture," the prescription may be refilled without regard to the Harrison law.

* * *

EFFECTIVE MAY 1, 1918. Representatives of the drug, perfumery, and other interests appeared at Washington in April and were granted a hearing before the Department of Agriculture relative to the guaranty legend decision. It will be recalled that more than a year ago a decision was announced that the customary legend, "guar-

anteed under," etc., would not be permitted after May 1, 1915. Later the going into effect of this regulation was postponed one year, in order that manufacturers might have time to use up labels on which the guaranty clause and the serial number were printed.

It now appears that a year's postponement wasn't enough. Thousands of labels are yet on hand; and in consideration of this, the government has extended the time to May 1, 1918.

* * *

WHERE HONOR IS DUE.

It is good to be appreciated. We have been pleased to see recently that three of the valiant workers in pharmacy have been recognized in one way or another. Dr. Julius A. Koch, whose appearance wouldn't indicate that he had been Dean of the Pittsburgh College of Pharmacy for twenty-five years, was recently made the guest of honor at a testimonial dinner in celebration of the event. John C. Gallagher, who has for many years been a central figure in State and national affairs, was presented with a gold fob and charm at a dinner of the Jersey City Druggists' Association. In the third place, a dinner is being arranged for Clarence O. Bigelow in recognition of "long, energetic, and unselfish work in behalf of the cause of pharmacy." The affair is in the hands of a general committee of fifty men, and that it will be a dinner of some importance may safely be predicted.

* * *

SUPPLYING NARCOTICS TO OFFICERS.

A Harrison law ruling has been issued to the effect that any official of the Federal government, or of a State, county, or municipal government, who desires to use or prescribe the restricted narcotics in his official capacity, need not be registered. However, should he prescribe, the prescription should be written on an official prescription blank, if such blanks are provided by his department, and the name and address of the patient and the name and title of the official should be stated. If such a medical officer is engaged in private practice also, he must comply with all the terms of the law when he is not acting in a strictly official capacity.

Druggists and other dealers who supply narcotics to exempted officials, or who fill or compound official prescriptions, should require that the orders and prescriptions be written on

the official stationery; and such orders and prescriptions should be filed and preserved in the regular way.

* * *

**QUARTERLY
COMMITTEE
MEETING.**

The N. A. R. D. Executive Committee met in Chicago in April, Eugene C. Brockmeyer, the new attorney and legislative correspondent at Washington, being present. The Chicago Retail Druggists' Association gave a dinner to the N. A. R. D. executives, the board of directors of the Chicago Wholesale Drug Company also being asked to participate. President John J. Chwatal of the local association presided, and Julius Riemenschneider was toastmaster.

* * *

No more soap-bark foam at the soda fountain! "The addition of saponin to food mixtures which are sold for use in the place of white of eggs is regarded as constituting adulteration within the meaning of the Food and Drugs act," pronounces a recent government bulletin.

* * *

Beginning with the next school year students in the Iowa College of Pharmacy will be required to take a certain amount of military training. Second-year students will do hospital corps work, in the belief that a pharmacist called to the colors would naturally be detailed to that branch of the service.

* * *

Daily papers report that a terrific explosion occurred at the plant of the Abbott Alkaloidal Co., Chicago, on April 21. According to the *Chicago Tribune*, war material "let go"—explosive compounds prepared for export trade. "Reports were current in the vicinity

of the plant," states the paper, "that a war plot was at the bottom of the explosion."

* * *

Merck & Co. state that it is now impossible to obtain Ichthyol. Efforts are being made, however, to obtain authority from the German government to permit its exportation, and also permission from the British government to transport it to America.

* * *

Theodore F. Meyer has retired as president of Meyer Bros. Drug Company, St. Louis, to be succeeded by his brother, Carl F. G. Meyer. The retiring president has been at the head of the firm for a period of ten years.

* * *

It is announced that the new Pharmacopœia will become official September 1, 1916. The prices will be as follows: muslin, \$3.00; buckram, \$3.25; sheepskin, \$3.50; flexible leather, interleaved, \$4.50.

* * *

A decision rendered by the Supreme Court of Illinois has the legal effect of ousting from their positions all the officers of the American Medical Association, according to the *National Druggist*.

* * *

Milwaukee has a new city ordinance requiring druggists to report the sale of antitoxins and vaccines to the local department of health.

* * *

The fifth annual convention of the California Drug Clerks' Association will be held in Los Angeles on the third and fourth of July.

* * *

The sixth annual convention of the National Association of Drug Clerks will be held in Chicago June 1 to 3.

A FEATURE NEXT MONTH.

The June BULLETIN OF PHARMACY will contain something which we have had in mind for some time. In simple, understandable language we shall give in detail a complete system of bookkeeping for every druggist. It will cover the profit-and-loss accounting which we have discussed in the BULLETIN for so many years. It will also include the ordinary charge accounts against customers. It will touch on the troublesome cash-book. In fact, it will cover briefly every phase of bookkeeping of concern to the druggist, and will bind it all together in a very simple and direct manner. Don't miss this!

EDITORIAL

THE PAPER SITUATION.

A short time ago a magazine having a national circulation found at the last minute that the supply of paper on which the issue was to be printed had not arrived. There had been a delay at the factory and the paper had not been shipped according to the terms of the contract.

Over the wire it was learned that the delay was unavoidable, but that shipment would be made in a week. This meant a two weeks' delay, possibly, for Eastern freight lines were badly choked.

The magazine attempted to go in the market and buy the paper. Locally it couldn't get enough for immediate use; and the price asked was more than twice the figure at which the company had contracted for a year's supply—the contract having been signed last September.

The experience of this magazine may serve to typify, in a measure, the paper situation. We are facing not merely a shortage, but a famine.

In fact, the Secretary of the Department of Commerce at Washington has issued a circular, with a request that it be posted in a conspicuous place, setting forth the situation briefly. It is stated that there is a "serious shortage of raw material for the manufacture of paper, including rags and old papers."

It seems strange that we should import rags and old paper from Europe, but that seems to have been the condition. Another case of American waste and improvidence!

The dye situation further complicates matters, when it comes to colored papers. Some dyes cannot be had at all, and others can be procured only at a heavy advance.

Then, too, there is the general advance in chemicals to be considered, particularly bleaches. Chlorine, for instance, is commonly employed: there is practically none to be had. One chemical in particular, which formerly could be bought for about \$45 a ton, now commands a price of \$110 a ton.

And there has suddenly sprung up all over the world an enormous demand for paper. Manufacturers are literally swamped with orders, due to the inability of European paper-makers to supply their customers. This lays a

heavy burden of temptation on American manufacturers, for it offers the opportunity to ignore regular customers and supply the clamoring foreign demand at greatly enhanced figures.

Taken altogether, the situation is growing more acute every day, and there seems to be nothing to do but to pay whatever price is asked and feel fortunate if the order is filled at all!

It is from such experiences as these that the people of the United States must learn the lesson of thrift. We are a wasteful nation, priding ourselves on doing big things in an offhand way. This attitude is largely an egotistical one, which we shall learn to our sorrow when our natural resources run low.

We can all recall, doubtless, the day when it was a common practice to save old papers and sell them to the "rag man." The Department of Commerce urges a return to this custom. Drug stores have a great deal of waste material of this character, and not infrequently a bonfire is made of it in the alley. It would be much more sensible to invest a few dollars in a baler and turn these daily accumulations into a source of profit, besides doing a patriotic duty in this day of scarcity.

Otherwise your favorite drug journal and magazine may have to suspend publication before the war is over—or be printed on paper so common in quality as largely to ruin the pleasure of reading.

MAKING A FRIEND OF THE DISPENSING DOCTOR.

Opportunity knocks but once, it is said. And right now it would seem that an opportunity confronts the drug trade which may never come again.

What is the one thing that handicaps the druggist most in the practice of his profession as such? Is it not dispensing by the medical profession?

There is no way of knowing how many thousands of dollars are in this manner diverted each year. Were the amount stated in figures and the record flashed on the screen before us there is no question that the showing would be a stupendous one. Druggists all over the country are affected, and affected in a vital way.

It is entirely useless to go into the past and speculate on what the factors were which

brought this condition about. Beyond the lessons it teaches, there is nothing in the past that may be deemed of practical value. The condition exists; it is a reality; and we must either accept it as it is and try to make the best of it, or we must endeavor in some legitimate manner to rob it of a degree of its menace.

The dispensing physician feels absolutely sure of his right to put up his own prescriptions, and he is quite likely to see red if we, on the other hand, assume an antagonistic attitude and go to heaving mud-balls. There is surely nothing to be gained by pursuing such a course, and there is much that may be lost.

The druggist needs the coöperation of the physicians in his neighborhood. He cannot afford to have so potent a force arrayed against him, if there is any way to prevent it.

One who has talked with many physicians is impressed by the fact that, as a rule, doctors do not like to dispense. Putting up a bottle of medicine is more or less of a fussy operation, and a really big, broad and busy practitioner can find better ways in which to employ his time. Keeping up stock is always a problem—and keeping posted on prices a bigger job still!

And it is in the latter connection that the druggist, provided he has never displayed open enmity, now finds his golden opportunity during this era of high prices. For it is absolutely impossible, under existing conditions, for a doctor to keep posted on costs. A little investigation would reveal the fact that thousands of physicians are selling medicine at less than cost, and if they give it away they are doing so at a constantly increasing expense.

Why should not the druggist go to his physicians *right now*, and in a friendly, open-minded way talk the situation over with them? Why would it not be a good business move to point out diplomatically the unusual hardships, and to offer to assume a part of the burden?

It would. There has never been so favorable an opening, for there never has been a time when dispensing physicians were so much and so thoroughly at sea in this particular; never has been a time, perhaps, when they were so ready to "bunch the whole business," wipe the slate clean, and go to writing prescriptions.

The war won't last forever; and when prices become normal again the opportunity will have been lost.

Now is the time!

EXPENSES AND PROFITS IN THE GROCERY BUSINESS.

Our readers are familiar with the activities of the Harvard Bureau of Business Research. Beginning originally with a study of profit conditions in the retail shoe business, the Bureau has since extended its operations to include both the drug trade and the grocery business. In the February BULLETIN we printed an article from Dr. Martin in which it appeared that the Bureau's findings in the drug business practically squared with our own.

Turning now to the grocery situation, we have found most interesting a recent brochure published by the Bureau. The Harvard investigators have discovered, for instance, that in the retail grocery business the average gross profit is 21 per cent and the average expense 16.5 per cent. In the drug business, as everybody knows, the corresponding figures are approximately 37 per cent and 24 per cent. Why this great difference?

Well, the grocer operates under conditions quite different from those prevailing in a drug store. He is selling daily necessities, and selling them faster. His rent is much less. His volume of business, on the other hand, is likely to be much greater.

The result is that the grocer can get along with a smaller gross or net profit than the druggist must obtain. If, for instance, his average net profit is 5 per cent, and his volume is twice that of the druggist, he is doing nearly as well even though the druggist's net profit may range between 10 and 15 per cent. Then, too, the grocer's stock turnover is at least double that realized in the drug store. The Harvard figures indicate that the grocer turns over his stock seven times a year. The druggist is lucky if he has three turnovers annually.

The grocer's rent is less. Dealing in daily necessities and getting much of his business over the telephone, he needn't locate his store on an expensive corner, his salesroom may be smaller and less attractive, and he can get along generally with much less in the way of ostentation, investment, and expense of one kind and another. There is less loss from depreciation, and in a hundred respects the economic situation with the grocer is quite different from that facing the druggist.

PROFITS AND EARNINGS

AN INTERESTING QUESTION.

Ralph Broadbent, of Ionia, Michigan, an occasional contributor to the BULLETIN, asks a question which is embarrassing a good many people these days. It is with reference to the annual inventory, and it has to do with chemicals which have greatly risen in price during the last year or two. Shall they be inventoried at the original cost or at their present value?

If at the end of the year a regular asset and liability statement were being drawn up, and a balance sheet constructed, you would put all of your stock in the inventory at the present market price. The principle here is clear. Real estate frequently appreciates in value; stocks go up; and when you draw up a balance sheet at the end of the year you put your property down at its present valuation to show what you are worth and to how great an extent your assets have increased during the past year.

But the situation isn't quite so clear when we come to the use of inventory figures in the profit-and-loss form drawn up by the BULLETIN for the use of its readers. Take any one of the statements reproduced this month, for instance, and, looking at item 9, it will be seen right away that if you inventory the stock at any greatly increased valuation, you will upset the accuracy of item 10.

Do you see the point?

By increasing the amount of item 9, you will decrease the amount of item 10, and you will, therefore, fail to arrive accurately at the cost of merchandise sold during the year. This in turn would give you an artificial profit for the year, when you had subtracted the cost of merchandise from the total sales.

We would suggest, therefore, that in drawing up this profit-and-loss statement you follow a somewhat different method. Put down the inventory figures at the original cost price, and then credit the expense account with any appreciation in value that may have taken place during the year. Is this perfectly clear? You understand that you always charge depreciation in stock to the expense account: if, on the other hand, the stock has appreciated, the expense account should be accordingly credited with the amount. The practical result would

probably be merely to lessen somewhat the depreciation charge.

There is still another reason why this method is preferable. If the war should stop to-morrow, prices will begin tumbling again, and what would become of your enhanced inventory then? It is better to keep this question of depreciation and appreciation entirely separate, and therefore not affected by temporary fluctuations.

ABOUT PEOPLE

DR. LYONS HONORED.

To have so impressed his time that men high in the councils of pharmacy welcome the opportunity to join in commemorating his 75th birthday—that is the record wrought by Dr. A. B. Lyons of Detroit. An enviable record, indeed!

The Detroit Branch of the A. Ph. A. ten-



DR. A. B. LYONS.

dered its tribute, and congratulatory letters were received from President Alpers, Secretary Day, and Treasurer Whelpley of the parent organization; also from Eugene G. Eberle, editor of the *Journal of the A. Ph. A.*, Prof. Joseph P. Remington, Prof. J. M. Gould, and others.

The event was celebrated in a quiet way April 1, Dr. Lyons's home being fittingly decorated in honor of the occasion.

DEATH OF MRS. JOSEPH HELFMAN.

Joseph Helfman, known to thousands of druggists throughout the United States as the former editor for many years of the *BULLETIN OF PHARMACY*, and now a prominent executive in the house of Parke, Davis & Co., suffered the loss of his wife early in April. Mrs. Helfman had spent the winter with her two daughters in California, and Mr. Helfman had gone out to the coast to bring his family back. On the return trip Mrs. Helfman was attacked by pneumonia in Salt Lake City, where a short stop had been made with friends. The best of medical and nursing skill was at once called into service, but it availed nothing, and Mrs. Helfman died within a few days.

Mrs. Helfman was a woman of an unusual degree of cultivation, and she spent herself freely in the interests of her husband and daughters. Caring nothing for ostentation, and finding her greatest joy in the happiness of her family, she will be missed as few mothers are missed. The atmosphere of the Helfman home was ideal, and the children had the benefit of a training in deportment and in intellect which has made them exceptional in every respect. Miriam is 14 years and Josephine 12.

DEATH OF MRS. DAY.

Professor Wm. B. Day, Dean of the University of Illinois College of Pharmacy, and General Secretary of the American Pharmaceutical Association, has recently had the misfortune to lose his wife by death. Mrs. Day accompanied her husband quite recently to the meetings of the A. Ph. A., and endeared herself to the entire membership. Quiet and unostentatious in demeanor, she was a womanly woman in every sense of the phrase. At the time of her death she was Treasurer of the Woman's Section of the A. Ph. A. Two daughters survive her—Helen, aged 19 years, and Charlotte, aged 17.

Governor McCall, of Massachusetts, has renewed the recommendation that the State Board of Registration in Pharmacy be consolidated with six other registration boards. Instead of seven distinct and separate boards—dentistry, embalming, medicine, pharmacy, nurses, optometry, and veterinary medicine—the governor, as a measure of economy, would have one general body.

THE SAUNTERER

I dislike to be patronized. Consequently the manner in which I was approached by the manager of a certain chain store failed to make a hit with me the other night when I went into the establishment with the intention of purchasing a tube of shaving soap.

The manager in question is not very old—he has not voted for more than two Presidents—so when he came to me with "What can I do for you, my good man?" I didn't like it. Not that I wish to seem more dignified than I am. Indeed, I rather pride myself on my good fellowship. It was his air of conscious superiority which grated on my ears like the shifting of gears in a 1910 one-lunged 'bus.

His manner jarred me so that I told him I was waiting for a trolley car and proceeded up the street to another store. At the second store the clerk greeted me with a pleasant "Good evening" and waited until I made known my wants.

Later I made a few inquiries concerning the supercilious manager, and found that he had risen to his present position in a comparatively short time. The concern for which he worked employs a promotion system based on succession, and as the two men ahead of him had left the store's service within a short time of each other, the present incumbent had been boosted from junior clerk to manager in a period of only four months.

The rapid rise had proved too much for him. He could see only his own importance and considered that he was conferring a favor when he waited on a customer. At least, that was the way it struck me.

The question of the proper greeting to accord a customer is, of course, a debatable one, and the manager may have considered that he was creating a friend for the store when he came at me so familiarly. But were I to be behind a counter once more, I shouldn't attempt any such attitude toward the people who were supporting me.

Instead, I should endeavor to call all customers by name if I knew them. If not, I should address them as "Sir," "Madam" or "Miss." There would be no "Mister," "Lady," "My boy," "Old fellow" and the like.

I dislike to be patronized.



"Twinkle, twinkle, little star!"



The Mexican pictures on these two pages were sent to us by B. A. Parsons, Manager of the Kansas City Branch of Parke, Davis & Co.

Disposing of bodies found on a Mexican battlefield—they are carried to a convenient place and burned.



Bodies of dead bandits are found all along the tortuous, uncertain trail of Pancho Villa.

A scene at Columbus, New Mexico, just before the arrival of a train to take away the remains of Americans killed in the raid.



Another funeral pyre—cremating bodies of Mexicans left on battlefields. The fire has burned low.

United States soldiers stationed along the border, handling machine guns set for action.





Our Show-card Contest.

Perry N. Black, Cambridge Springs, Pennsylvania, wins the first prize of \$15 for the best set of home-made signs. The cards shown on this page are all hand work, except the figure of the woman, which was cut out and pasted on. The other prize-winners will be announced next month, and specimen cards shown.

BALLOONS
ONE CENT EACH

Signature WITH EACH GLASS
ORANGEADE

DECORATED
Crepe Paper
10¢

CHRISTMAS
CANDLES
FOR THE TREE
15¢ BOX 3 DOZ.

SUGGESTIONS



Boys-Girls
TINKERTOY
THE WONDER BUILDER
50¢
A BARREL OF FUN FOR EVERY ONE

READ THE BOOK
SEE THE PLAY
The Eagle's Mate
50¢

From the Same Group.

Here is another set of cards submitted by the prize-winner, Perry N. Black. These, also, are all hand work, except the woman seated at the table. Mr. Black's ideas are good, his arrangement artistic, and his letters almost perfect. He will shortly tell readers of the BULLETIN how he makes his cards.



These messenger boys insure quick deliveries.

AN OPENING THAT DREW THOUSANDS OF PATRONS

Over 3400 sales were made to customers who attended the spring opening held at the store of Hunter & McGee, at Jackson, Mississippi, on March 21 and 22.

The rapid growth of the firm's business during the last few years necessitated the se-

curing of larger quarters, but as the store had been on Jackson's best known corner for about thirty years it was deemed inadvisable to seek a new location. Accordingly the firm had the original quarters enlarged and remodeled, and the opening commemorated the establishment of one of the most attractive and commodious stores in the State of Mississippi.

The formal opening was attended by many enjoyable features. Excellent music was rendered at intervals during the two-day period and attractive souvenirs were distributed to patrons and all other visitors.

Grape juice, coffee, cakes, and other soda-fountain specialties were served to all comers. Women visitors were treated to miniature boxes of confectionery and samples of various toilet articles featured by the store. More than 900 cigars and packages of cigarettes were distributed to smokers. A plentiful supply of attractive souvenirs for the children was also on hand, and the gifts were distributed liberally.

During the opening there were also offered special inducements to visitors who made purchases. For the women customers a liberal-



J. Clyde McGee.

size jar of toilet cream was given with each 25-cent purchase. A 50-purchase by a man entitled him to a dependable safety razor, free of charge.

A feature of the newly remodeled store is the prescription department, in which four registered pharmacists are kept constantly busy. It is claimed that Hunter & McGee dispense more prescriptions than any other firm in the State. The prescription department furnishes medicines and supplies for several of the hospitals in Jackson and also contracts to furnish drugs to the various railway lines entering the city.

During the past two years Hunter & McGee have met with considerable success in the wholesale line, having an extensive jobbing trade throughout their territory, and supplying scores of drug stores and physicians in near-by towns with drugs, chemicals, biological products, and the like. Dental supplies are carried, many dentists buying their supplies from the firm.

A beautiful soda fountain, under the management of a veteran in the confectioner's

trade, greatly enhances the popularity of the establishment. Mineral waters are featured especially, orders for them being placed in car-load lots. An entire building is used for their storage.

The store delivery system is in operation at all hours of the day and night. Four messengers are employed, and within a few minutes after an order is filled a boy is on his way as fast as a motorcycle can take him to the waiting customer.

The firm of Hunter & McGee is the oldest drug concern in the city of Jackson, having been established about thirty years ago by Dr. John F. Hunter, one of Mississippi's foremost physicians, who has since been its senior member.

Associated with Dr. Hunter as junior partner and manager is J. Clyde McGee, who is widely known to both the wholesale and retail trade throughout the State, and who is deservedly popular in both business and social circles. Mr. McGee served as president of the Mississippi Pharmaceutical Association a year or two ago.



A portion of the interior of the Hunter & McGee store.

How to Meet Big Competition.

A big topic, surely! We print the three papers which won prizes in our recent contest. Mr. Sawrie has met the issue head-on. Mr. Frawley outlines a specific method which he has found useful, and Mr. Mortimer believes in intrenching himself behind a row of special preparations. The issue is a vital one, one which cannot be evaded or ignored. Points covered in this discussion, therefore, are not only timely, but highly important.

BY ADOPTING SOME OF THEIR METHODS.

BY MARK A. SAWRIE, SELMA, CALIFORNIA.*

I haven't tried to meet big competition. I have tried to *beat* it!

I have studied the methods which have made the success of the department store, the mail-order house, and the chain store. I have adapted these methods to my own business, and have added the element of *personality*, which it is impossible for them to have.

In order to study the methods of the big



Mark A. Sawrie.

stores I frequently go where I am not known and walk into their establishments as an ordinary customer.

When their show windows attract me I try to analyze why they command my attention. Likewise I study their counter displays, the position of the several lines of goods in the store, and the arrangement of articles on the shelves.

THE SECRET OF BIG SUCCESS.

I have found that the big fellow does everything according to a well-thought-out system; that there is a reason back of every move; and that the little fellow is little and stays little

largely because of his haphazard methods, which lack these qualities more or less.

In the stores where I am not known I study all of these things from the customer's standpoint.

Where I am known, I cultivate the personal acquaintance of the management and exchange experiences with the head men, for I find them a fine lot of fellows who have climbed to the top because of their ability. I reap a harvest of good ideas every time I meet one of them; and he, in turn, is glad to get my ideas, for he realizes that the small dealer is closer to the buying public than he is and that there are features of the small store that are desirable even in the big chain store.

This, therefore, strengthens my confidence in the ultimate future of the small merchant who is awake to his possibilities.

CUT RATES WANING.

One of the most important things I have learned is that the big store is relying less and less on the value of "cut rates" as a business-builder. The day of bait prices is fast waning, for the public has learned to expect that the man who sells one line of goods below the cost of doing business must reap an extra profit in other lines. Therefore the big merchant of to-day is striving to create confidence in the buying public's mind, and is bringing his goods before the customer in such an attractive manner that the person who comes in to buy one article is tempted to buy others in addition to the original want.

Letting the chain-store man speak for himself, here is what he might say:

"Our show windows are dressed to tell a single story; so planned that they will drive home a definite idea. They are never filled with a hodge-podge assortment of unrelated goods. Inside the store, our counter displays follow the same general lines, and all of our advertising is put back of the goods displayed.

DEPARTMENTAL ARRANGEMENT.

"Our store is arranged in departments as

*Mr. Sawrie wins the first prize of \$15.

far as possible, with related lines near each other, thus making it easier for clerks to serve trade, and making the store more attractive to customers.

"Staple stocks which the public knows are carried in drug stores are kept to the rear, and the novelty and specialty lines are placed in the front where they will be seen by all the transients who enter the store.

"No one ever comes in to have a physician's prescription filled because he sees on the front shelf a beautifully inscribed bottle labeled, 'Hydrarg. Chlor. Mit.' However, he does pick up some little novelty from the front counter, and buys it simply because he chances to see it. This is sufficient reason to warrant our front space for the display of attractive merchandise.

"REPEAT" BUSINESS.

"Another thing which we try to do is to secure the agency for specialty lines which have a good-sized initial sale, and which bring in repeat business. Among these may be mentioned cameras, the primary sale being but a forerunner of many visits for supplies. Phonographs, too, with the subsequent demand for records, have proved excellent for our trade. Another line which is getting better all the time is the small pocket flash-lamp, which repeatedly brings the purchaser back for batteries and bulbs."

In my second paragraph I mentioned the mail-order house as one of the forms of big competition which I have tried to meet. The mail-order house is doubtless the biggest competitor the average-sized retail merchant has. Personally, we have tried to beat it at its own game—by using the mailing list.

Take a mail-order catalogue and look it over. See how they have some particular thing to say about every item they advertise. Apply that method to your own advertising.

AN IMPORTANT FACTOR.

Don't try to advertise everything under the sun. Pick out a few articles, and then write as accurate a description as you can of each, so that the customer will picture it in his own mind. Then go one step further in creating the desire, by telling how easy it is for the

patron to come in and see that particular article for himself before he buys it. You will have the mail-order house beat a thousand miles or more, for you are right on the ground!

Last but not least, I come to the idea of *personality* for the small store.

By store personality I do not mean that the atmosphere of the store should be the personality of the proprietor himself. It should be the composite personality of the entire working force, with the best qualities of each and every man making up the character of its service.

To accomplish this, here in our store, we hold regular clerks' meetings after the store is closed and when we will not be disturbed. In these meetings the junior clerk has just as much to say as I have, and he is encouraged to criticize me as much as he does his fellow clerks.

In these meetings we discuss the good things we ought to adopt in giving service, and we decide on the things which should be eliminated. We bring up good selling talks for different articles, and each man adopts the same arguments, so that the entire sales force works in unison.

EFFICIENT TEAM WORK.

There are five of us, and I am proud of the fact that my customers do not seem to have "pets" with whom they wish to trade. This is evidence to me that every man is rendering a similar service; in other words, that he is contributing to the personality of our store.

I don't feel that I have given our store a personality. Instead, I feel that its personality is, in a measure, imparted to me. If I only had one clerk I should have clerks' meetings; and even if I were working alone I would occasionally get off by myself and think out some of these things that we discuss in our meetings.

After all, it seems easy to me to meet big competition. It isn't difficult to copy methods which have already proved successful; and the personal contact that the smaller merchant has with his customers gives him a big advantage over those establishments which by virtue of their very magnitude must necessarily lose out in this particular.

There will be three prize papers in June on "Blue sky I have bought." Don't miss them—they are mighty good.

BY FEATURING THE DRUG END OF THE BUSINESS.

By JOHN P. FRAWLEY, BANGOR, MAINE.*

In attempting to solve the problem embodied in this proposition, I should first ask the privilege of substituting the words "compete with" for "meet," thus making the question under discussion read "How to Compete with Big Competition." For a small dealer—*i.e.*, a druggist in a city of say from 20,000 to 40,000 people—hasn't one chance in a million of *meeting* big competition and making a success of it. In the first place, he hasn't the capital; secondly, and far more important, he is unfamiliar with "big" methods of doing business.

A successful druggist certainly must have some drug business—legitimate, straight drug business, I mean; and I have been reliably informed that one of the managers of a great drug-chain system made the statement, and with emphasis, that only 10 per cent of the volume of trade secured by the cutter (so-called) is done with proprietaries, "patent," and toilet. So a man with a reliable drug business has his fight nine-tenths won, provided he can keep big competition from taking it away from him.

FIRST LEARN HOW IT IS DONE.

In my opinion, the first thing for a man of this kind to do is to soak up all he can of the methods used by chain stores, etc.—methods which the business world of to-day recognizes as modern "efficiency."

A druggist should not adopt these methods, though, with the idea that he is going to divorce himself from such methods as he has employed in the past and with good results. Rather should he tack them on as a side-line in the management of his business.

If he has a customer who wants to talk *cut*, he should be conversant with the line of conversation employed in that kind of merchandizing; and if the customer is one of his regulars, he should be prepared to be to him or her the same chivalrous merchant that has made him a reliable and acceptable pharmacist. I do not mean to imply that he must treat customers differently, because that would never do; but he will find some who will almost insist on making prices for him, and those are the ones he must convert from the thought that he is trying to rob them.

Now this means that he will have to meet Big Competition on at least 10 per cent of his sales. He should meet this competition; but under no circumstances should he try to undersell it, because this has been proven the most abject folly in many instances.

We have now decided that the druggist must cut on 10 per cent of his sales, mostly proprietaries. On the remaining 90 per cent, which represents *real* drug business, he is going to fortify in some way to prevent the enemy from effecting its capture.

How can he do this?

INTERESTING THE PUBLIC.

I want to talk now to the man who likes to have a customer inquire for herbs, chemicals, essences, tinctures, and all those old familiar drug-store items that we learned to like and liked to learn about when we were boys in the business. That's the fellow who will appreciate the idea I am about to advance and put it in practice, with the result that the people will still retain the thought that his is a real drug store, and when they want *drugs*, they will walk blocks to trade with him.

What is it that always will attract and hold the attention of the public? Why, something that they are seldom privileged to see. And where will you find anything more curious than crude drugs?

Turn to your jobber. Buy a bundle of chiretta root, some agar-agar, a bundle of Honduras sarsaparilla, some Peruvian bark in long pieces, some nux vomica beans, some Iceland moss, Irish moss, and Malva flowers, some glass wool, and some Saint John's bread; buy some jequirity berries, cascara bark (whole), dragon's-blood, Job's tears, areca nuts, orange apple, Japan wax, Penghawar djambi, dandelion root (whole), bitter apple, henna leaves, garlic, aconite tubers, skunk cabbage, sumbul root, senna pods, argols, etc. Buy all this, and some other items, possibly, which may be thought interesting or attractive; with a few exceptions, they are all low in price. At this particular time some of them may be scarce and high, but these may be eliminated.

OTHER ITEMS.

Then go through your store and pick out such drugs as elm bark, licorice root, gum benzoin, vanilla beans, red rose leaves, acacia, tragacanth, Ceylon cinnamon, diamond dust, spermaceti, cocoa butter, etc.

*Mr. Frawley wins the second prize of \$10.

This done, then the man who believes in *drugs* must attack the show window and arrange attractively, with each specimen plainly placarded, the items he has selected. He should have his show cards of fair size, say 2 by 4 inches, and they should be arranged so that they will not detract from the exhibit, and so placed that they may be plainly read from the outside.

Avoid Latin terms, and proceed somewhat like this:

"Nux Vomica—the source of Strychnine."

"Peruvian Bark—the source of Quinine."

"Argols—the source of Cream of Tartar."

"Pengkawar Djambi—the cotton of the Ancients."

"Agar - Agar — Vegetable Gelatin from Japan."

And so on.

Next, the drug man must take the Dispensatory and "go to it," to use a slang phrase. He must learn the story of each item, its source, peculiarity of cultivation, medicinal value, and other data, so that he will have an interesting story to tell the many people who will be attracted by the exhibit and who will make inquiries.

THE IMPRESSION IT MAKES.

How many people are there who ever saw crude cream of tartar? How many people are there who are familiar with the source of quinine or of strychnine? How many people are there who ever saw Pengkawar djambi, the absorbent vegetable wool that was used to suppress the flow of blood in the early Roman wars before cotton, or even the Western Hemisphere, was ever thought of?

Now where do you suppose these people will go when they want drugs?

The 90 per cent commences to look fairly safe!

The crude-drug idea should be followed by shows of chemicals, after which it might be well to try fluidextracts, tinctures, syrups, elixirs, oils, etc. In the store proper the same idea might be carried out. Have a bottle of real oil of rose on a stand, with a card showing its value, for instance. But be sure and learn the story of attar of rose, its history, method of production, and the alluring Oriental mystery that surrounds it. Work in a description of the harem baths in rose water, and don't be afraid to let the listener believe that you know what you are talking about!

The writer has tried out these schemes, and they have brought results. He has had a year's experience in meeting Big Competition.

You need not fear bankruptcy in your business if you *do* have to sell 10 per cent of your goods at cost, provided you retain a firm hold on the good old 90 per cent, for on the latter there is a margin of not less than fifty-fifty!

BY PUSHING A SPECIAL LINE.

By A. MORTIMER, HARROGATE, ENGLAND.*

The drug business is largely a personal one—that is the greatest factor. We know that chain and department stores can buy bigger and better. We know that very often they can save the jobber's profit, and that frequently they deal on so large a scale that they are in a position to manufacture.

The competition is very real; but the druggist who knows the people and is in intimate touch with them can fill their wants and dispense their prescriptions far better than can a chain store, where everything is conducted on the lines of the pattern.

What does all the big competition really amount to? Why, generally to price-cutting.

Drugs that are to do good need to be of the best. It is quality, not price, that counts—or ought to. Then the way to meet such competition is to be known as the "best druggist in town," not the "*cheapest* druggist in town."

THE REAL TASK.

Everybody can tell which is the cheapest. But it is quite a different proposition to show that your goods are the best: that is the real task.

It is not enough for the druggist to say that he is open for business. He must tell the people how his goods are made, why they are the best, where they came from, how they are gathered and sorted, and all the other details that a live salesman should have at his tongue's end. In a word, he must advertise that he has technical skill, and that he uses it.

A microscope on the counter illustrative of the method of detecting impurities in ground drugs is a method to this end. So is a short account of the points in choosing a sponge, or the method of making a good toilet soap. It will not be long before a druggist who does these things will get a reputation for knowing "how" and "why."

*Mr. Mortimer wins the third prize of \$5.

But he must, of course, have the best goods, for if he doesn't then the customers he gains cannot be kept.

Stamp the store with an individuality. Let the window trims be out of the ordinary, and let the counter displays be as fresh as daisies. Stamp the individuality of the pharmacy on all the advertising—on everything! Let your store get to be synonymous with "the best."

A LINE OF PRODUCTS.

One of the best methods of all to meet heavy competition is to specialize. Specialize on an article, or, better, a series of articles—say a set of toilet preparations, such as a cream, a soap, a shaving stick and cake, bath crystals, a dentifrice (liquid, paste, and powder), a perfume, and so on. Let these have a distinctive as well as an attractive and a related appearance. Let them all be got up in the same design, so that they look a series.

A sale of any one advertises all the rest. And let anything you specialize in be the *best*. Suppose it is a skin cream, for instance; work

at it, stick to it until you have a local reputation. Everybody will be saying that Jones's Eumolia Cream is the best. Then when competition comes along and your competitor says that his cream is just as good as yours he at once sets your cream up as the standard; and the more he tells people this, the better reputation you and your cream get.

Perhaps the line you specialize in doesn't much more than pay for the advertising. That is quite satisfactory; stick to it. It brings people into the store.

Just one other word: in all that you do to meet competition don't forget to keep the clerks fully informed. Nothing is worse than to go into a store, as I did the other day, and be waited on by a man who "doesn't know." I asked for a shirt that had been advertised.

"What shirts do you mean?" the clerk asked. "I didn't know we had a special this week." It cannot be said that I departed without a shirt, for I had one on when I went in. But I didn't buy a new one.

DEVELOPING EFFICIENT SALESMEN

By HAROLD WHITEHEAD,
President American School of Business, Boston

Of all customer-producing channels, the salesman is the most important, for he is the point of contact between the store and the customer. A man may spend all kinds of money in attracting customers to his store, but unless those customers receive the right kind of treatment after they get there, the money spent is worse than wasted.

A poor salesman can entirely undo the good work that clever advertising, attractive windows, and trade-pulling letters may have accomplished.

Many druggists seem to overlook the fact that they are judged by the quality of salesmanship exhibited by their sales people. Many merchants who display excellent judgment in buying goods show an absolute lack of that same essential when it comes to buying service.

When a druggist buys merchandise, he knows what kind is suited to his store. But one often wonders if he has ever tried to find out what kind of service is best suited to his

trade—what qualifications he should look for in his salesmen.

HIRING HELP.

The first thing to do in widening and developing this customer-producing channel is to make a list of the qualifications, mental and physical, required of your salesmen. Then with great care hire men who have those qualifications.

I can readily understand your saying, "Huh, that's what I've been trying to do for years, and there ain't no such animal!"

I am inclined to agree with you to the extent that it is difficult to find that kind of salesman already developed. But you certainly can find salesmen who have latent abilities that can be developed.

It is a poor business man who is continually hiring and firing people. The wise merchant is the one who hires salesmen with the right latent qualifications, and by training them

changes those embryo salesmen into the real article. And in so doing he also develops in them that intangible but most potent factor in business success, an *esprit de corps*; a feeling of loyalty toward "the boss" that is so hard to secure unless the boss is loyal to his employees.

DEVELOPING THE CLERK.

Having secured the right kind of material, don't hesitate to spend some money in developing it. You do not hesitate to spend money for new equipment when your store begins to look shabby. You do not hesitate to spend money when a traveling salesman comes along and offers you some novelty in show-cases which you think will help you get business. And yet the majority of business men will hesitate about spending a few dollars in improving their salesmen!

Your show-cases and store fixtures are articles of constantly decreasing value. Every year at stock-taking time you have to write off their depreciation. With proper training your salesmen, on the contrary, should be an asset increasing in value each year. They will not, however, increase each year in value unless you do your share in developing them.

A druggist talking to me on this subject some time ago said, "Why should I waste my good time in training my employees to be better salesmen, and as soon as they become more efficient they hit me up for a raise, or else they leave me and go somewhere else?"

Suppose you do train a man and then he leaves you to go somewhere else! Surely we all have in us enough love for humanity to be willing to spend a little money to help a fellow being.

THE SALESMAN'S INCENTIVE.

The trouble with many druggists is that while they will put in long hours striving to make a few extra dollars for themselves, they expect their sales people to put in the same hours, but without the incentive which the proprietor has.

Your sales people work for you for just the same end that you work for yourself, namely, to make money. The more money they can make, the better they are going to work. There is no incentive for a salesman to work if there is no future ahead of him. And yet a druggist in a New Jersey town told the writer a while ago that no clerk was worth over fifteen dollars a week!

How short-sighted such a man is!

A good merchant will always attract good salesmen around him. Keep your men satisfied. If your men are of the right kind, they have ambition. The only way to keep that kind of a man satisfied is to share your profit with him. I believe—and I say this in all seriousness and with some few years' experience in retail business as a sales specialist—that the successful stores of the future will without question operate on a profit-sharing basis; and I believe just as sincerely that the druggist who is so blind to his own interests as to limit the earnings of his clerks is doomed to eternal littleness, if not even to extinction.

THE BONUS SYSTEM CONDEMNED.

The writer questions the wisdom of giving bonuses on long-profit goods. It often induces a "pushfulness" on the part of the clerk which makes customers suspicious. The sale of such goods should be developed by advertising, not by bonuses to your sales people, which may cause them to discriminate against the welfare of the customer to the benefit of their own interests. You are putting in their way the temptation to sell customers long-profit goods which really may not be suited to their needs.

One of the best plans the writer has known involves the division of the profits on a varying pro-rata basis. Suppose you say to your clerks:

"Here, fellows—there are four of you here besides myself; that is, five altogether. Last year I made \$3500 profit, and I spent \$3000 of it to live. I consider myself on a salary basis here at \$2500 a year.

"Now, I have \$15,000 invested in this business, which at 8 per cent should pay me \$900. That leaves \$100 surplus. What I propose to do is this: on all the profit we make I am going to give each of you a share.

APPORTIONING THE PROFITS.

"Every hundred dollars we make I shall divide in two—one-half for myself and the other half for you; and your half shall be divided equally among you according to your salaries. Not according to your sales, for it would be unfair to expect the prescription clerk to have the same total as the cigar and candy salesmen, etc.

"We shall, however, set a minimum amount

of sales expected from each department; and the man who falls below that minimum, based on what we did last year, will not be eligible for any division of the profits; in which case his proportion will be redivided among those who have qualified."

This idea is very loosely expressed, but my purpose is not to give a definite plan, but merely to direct your attention along a line which seems to be the trend of modern affairs.

Efficiency is the ability to effect results. The results you obtain in your business are the

combined results attained by the abilities of yourself and your employees. Therefore, by developing your salesmen's abilities and by giving your salesmen the right incentive to do good work, you are assisting yourself in the gentle art of making more money. Does it not seem reasonable?

By following out a plan along these lines you will secure *coöperative loyalty* among your people. You will transform them from apathetic clerks into salesmen equipped with self-starters.

THE MOVIE SLIDE AS AN ADVERTISING MEDIUM

By DAVID STRANG

At one time the argument that the better class of people was not reached by motion-picture advertising was to some extent true. At first the movies did not draw much of their patronage from the better classes. But conditions are different to-day, and no matter where you go you will find almost as high a grade of attendance at the moving-picture houses as at the theaters. Possibly you will reach as high an average as is possible through the newspapers.

Especially is this true in country towns, where the movies form almost the only recreation a great many weeks in the year, and where you will find the bankers and doctors and lawyers, with their families, in attendance as often as those in the lower walks of life.

There are some who have tried slide advertising who claim it hasn't paid them; but the writer personally knows of hundreds of cases where it has paid better in proportion to its cost than any other kind of publicity.

SAY SOMETHING.

The main trouble with many retail advertisers is that they don't say anything in a great many of their announcements. Even some of those who get out very clever newspaper advertising, full of snappy selling arguments and strong quality and price inducements, seem to have forgotten their cues entirely in their curtain work, where they are content to say nothing except to give their name and address, with a brief, cold announcement of a few of the lines of goods carried. Most curtain advertisements read like the merchant's letter-head.

That isn't advertising.

You've got to say something. You've got to feature your goods. You can't interest people in a movie by the startling statement that you are still in business at the same old address any more than you would if you stuck the same announcement in the newspapers.

Say something! You find plenty of things to feature in your windows, which you use—or should use—in backing up your other advertising. Feature some of these things in your curtain advertising, one or two at a time. Give selling arguments and price.

But the most profitable announcements you can make are of bargain leaders, featuring as leaders only such things as are in constant demand, or that are in particular demand when the announcement is made. Work the curtains to draw people into your store; to get just as many in as you possibly can.

DON'T TRY THE IMPOSSIBLE.

Another reason that some have not found this method profitable is that they have used the curtains to push slow sellers on which they were trying to build a demand. Sometimes the articles have proved to be things that the use of all known advertising mediums, all at once, couldn't create a demand for, simply because they were things that people couldn't be made to want or use to any great extent. In other cases it has been found that, while the articles featured were all right, the advertising was stopped after a few weeks because "it didn't pay." The reason it didn't pay, however, was that it wasn't continued long enough.

One can't expect to create an immediate demand on a new article except in those rare cases when it is something of extraordinary merit or fills a pressing need that cannot be suitably filled in any other way.

Some men who quit like this ought to take a lesson from their own past. Did you win your wife by announcing your name and address? Did you win her without long and consistent and the most earnest kind of advertising?

NO ADVANTAGE IN SCATTERED SHOWINGS.

The Street Railways Advertising Company, which controls a majority of the street-car space in this country, will not accept a contract for a less period than six months, while the regular contract is for one year. This is because experience has shown that a few weeks or months are not a sufficient time in which to make an impression. There is no advantage in making a few scattered showings, because there is no cumulative effect; and cumulative effect is essential to the success of any advertising.

When you advertise leaders in the newspapers, it is to get people into your store to buy goods other than the leaders. Use your movies the same way, and then you will have no particular complaint to make.

When an advertisement is thrown upon the screen in a darkened theater people can't help reading it. There is nothing else for them to see. They have nothing else to do.

There is positively no waste circulation. If your advertising is only 25 per cent perfect you will get better results than you can with an advertisement in a newspaper that goes to the same number of people, because many of the people who take the paper will not see or read it at all. A good many of the papers go out of town, too.

One of the crowning arguments in favor of the theater is that it costs very much less per actual circulation than newspaper advertising.

The many attractive ways in which slides may be prepared is another strong inducement.

HOW SLIDES ARE MADE.

The theater slide must be limited to a single thought, however, and this must be put in the fewest possible number of sentences and words. It should not contain more than is said on the average street-car card. In making up copy remember to keep the bill-board appeal in mind, and hit the reader "between the eyes."

You can have slides especially made to your order by a number of concerns, but it is cheaper, quicker, and usually just as satisfactory in every way to make them yourself. To do this, obtain a mat or margin from the moving-picture theater and outline this mat on a sheet of paper. If you wish to illustrate the slide, paste a small picture within the outline you have drawn on the paper. Any appropriate picture cut from a newspaper, magazine or catalogue will do, if it is small enough. You can use a small comic figure in this way, the picture of a girl's head, or a picture of the article you are advertising. It is much better to use a print taken from a drawing than one taken from a photograph; in other words, a line cut, instead of a half-tone.

Surrounding, or at one side of the picture, write or print the text matter. You may do this with a typewriter, if you prefer.

Now place a cover-glass the same size as your outline over your copy, seeing to it that the outline matches the edges of the glass. Fasten the glass down with thumb-tacks at its edges. Then simply trace on the glass the sketch and lettering showing through from the paper, much in the same manner as a child does with a piece of transparent paper. Use any hard-pointed pen, and bear down very lightly; a little practice is needed to avoid getting too heavy a line. Use a thick ink, preferably stamping ink, though show-card ink will answer the purpose.

THE USE OF COLORS.

You may use any color or variety of colors you desire. It will be less confusing to the reader, however, because more easily taken in at a glance, if you do not use too great a variety of colors on one slide. Two colors are usually sufficient, black and red or black and green being the best combinations.

When finished, let the work stand for three or four hours, until perfectly dry. Then put the mat over the glass, and on the mat place the cover-glass. Passe-partout the edges as you would a picture, using a half-inch passe-partout tape. With a little experience one will be able to make a very good slide in from ten to twenty minutes, exclusive of the time required to dry the ink.

Pictures may be colored by using a fine camel's-hair brush, and filling in with an ordinary, thin, quick-drying wood stain.

The motion-picture theaters will usually furnish mats and glass plates free of cost.

After using, the slides may be taken apart and washed, and thus used again.

It is not advisable to use a picture unless it links up in some direct way with what you have to say. Don't use a picture simply because it is a picture, for if it does not directly apply to your advertising it will detract from the attention that you want given to your message.

A slide should be replaced by a new one with every change of performance, which will usually not be oftener than twice a week.

SPECIAL FEATURES.

There are also other ways in which the moving-picture houses may be linked up with drug-store advertising.

One method is to announce that on a certain day you will give a free ticket to the movies, good only on that day, to all who make a purchase of any goods, or of any certain goods, just as you prefer. Choose a day which would otherwise be a dull one with you, when it will also be slow at the theater, enabling you

to get greatly reduced rates from the latter. This you can easily do, anyway, as it is an advertisement for the theater also. You can usually buy up the whole house for a single performance on an otherwise quiet day for a very small sum. If you do not want the whole house, you should be able to get a low rate per ticket.

Another method which, like the above, may be used exactly as herein described or with some improvement or modification that may occur to you, is to arrange with the management of the motion-picture house to make all theater tickets ending in a cipher, or in any other agreed-upon number, good at your store for from five to twenty-five cents, as you may decide, in the purchase of any certain amount of goods.

The tickets used are invariably serial numbered, and by this method you need redeem only one in every ten sold. This lessens your expense, and at the same time adds just enough of the "chance" element to make it the more attractive to the theater's patrons.

THE MOST INTERESTING DEPARTMENT—Three Views

Monthly Department of PRIZE QUESTIONS AND ANSWERS

PRIZE ARTICLE: CAMERAS AND SUPPLIES OF GREATEST INTEREST.

By E. A. PERRENOT.

When we first stocked a small line of cameras and supplies we had no idea that we were drifting into what was to prove the most important and interesting branch of our drug business.

And truly, the conduct of a photographic department can be classed as a legitimate part of a drug business. The making of negatives, the mixing of various solutions, the development of films, and the final finishing of pictures, are as much chemical processes as the compounding of prescriptions or the manufacturing of pharmaceuticals. Decidedly, the carrying out of photographic processes is nearer to the drug line than the demonstration of vacuum cleaners or lunch outfits.

I find the photographic department very interesting. It brings us in intimate contact with all classes of patrons, from the most ignorant

beginner who often needs our advice—and who, sometimes, is grateful for it—to the most intelligent follower of the art. We are constantly adding to our store of knowledge by catching onto the new wrinkles and short cuts brought out by contact with our varied class of customers.

AMUSING MISTAKES OF AMATEURS.

Humorous incidents furnished by amateur picture-takers add greatly to the enjoyment of the day's work; the many amusing mistakes and examples of faulty exposures and complete failures that come under a finisher's notice, were they compiled, would fill a sizable volume.

From a business view-point, however, the most interesting thing about a photographic department is that it is profitable. Not only is there made a good profit on the initial sale of a camera outfit, but there is also started a chance for repeat sales of films and various other supplies. In addition, as the average

camera owner does not do his own developing, continual profits are possible in the finishing department.

The town in which our store is located is in a beautiful mountainous country, on the banks of the Delaware River. It attracts many summer visitors, with whom local view post-cards are in big demand. Previous to installing a photographic department we were obliged to purchase all our view cards, realizing only a small margin of profit from them.

VIEW CARDS AT SMALL COST.

When we started in to develop pictures for amateurs, however, we conceived the idea of making our own cards. The finishing of the cards is all done with the solutions used in finishing patrons' work, a profit-making procedure which permits us to make use of material that otherwise would have to be thrown away. By means of this scheme, finishing the cards costs practically only the time consumed, plus the cost of the cards, which we buy in quantities.

Before we started to make local view cards there were three stores here selling post-cards. Now we have all the business. Assuredly there are possibilities in the photographic business.

The business enables us to get on friendly terms with our customers, and as long as we do good work for them and take an interest in their efforts, we can hold them against all comers. Incidentally we can get much of their business in other lines.

A still further reason why photography continues to prove interesting to us is this: in order to get the local views desired, of which we have about eighty-five, we are compelled to get out in the open away from the humdrum of the dispensing counter—I nearly forgot myself and was going to say "pill-tile."

THE APPEAL OF SPORTING GOODS.

By F. W. CHURCHILL.

From my standpoint—and from that of many of our customers as well—the most interesting department of our store is the one devoted to sporting goods.

An extensive line of fishing tackle, baseball goods, and tennis supplies is handled throughout the summer season, while in the fall guns and ammunition are brought to the front.

One feature of this department which causes considerable favorable comment among the local sportsmen is that we endeavor to obtain and disseminate reliable information concerning the fish and game conditions in our vicinity. We also aim to familiarize ourselves with all roads, trails, camping places, and short cuts, a knowledge of which may enable us to save the fisherman or hunter several miles travel.

Information of this kind cannot be obtained successfully unless one cares for out-of-door pleasures and is able and willing to look up new trails and game haunts. We consider the time spent in gaining this knowledge pleasurable and profitably employed.

TRYING OUT BAITS.

During the fishing season the numerous baits and rods in stock are tried out on the different waters in our vicinity before being offered for sale. We do this because it has been found that a bait which is a sure "killer" on one pond or lake may not be effective on some other. Knowledge of the proper bait for use on each body of water has helped us to make many sales and has established our sporting goods department as a source of reliable information.

Another service that we render is to help the novice choose his outfit and instruct him in the care and use of it. Customers gained in this way stick for a long time.

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **How I hire a clerk.** Submitted by Clifford H. Rudes, Utica, N. Y.
2. **How some clerks fatten their pay envelopes.** Submitted by Nora I. Mitchell, Sparta, Mich.

For the best answer to either of these questions we shall award a prize of \$5.00. Other answers, if printed, will be paid for at regular space rates. Every answer should be at least 500 words long and in our hands by June 10.

When the hunting season is on every effort is made to gain complete information concerning the game conditions in our locality, so that we are able, in most instances, to give customers the assurance of a day's good outing.

The campers' trade is taken care of in a manner similar to that employed for the other out-of-door pleasure seekers.

PROFITS FROM GIVING INFORMATION.

We realize that a druggist is looked to as a local information bureau, so in furnishing such detailed information we are merely enlarging upon our obligations to the public and making them profitable assets of our business.

Of course there are certain sportsmen to whom we cannot give any information—they know conditions better than we do. This class is hard to cultivate, but if rightly handled can be prevailed upon to impart considerable valuable knowledge. They make excellent customers if their rather exacting wants are catered to.

We have to spend considerable time with some of our various sportsmen customers listening to a recital of how the big fish was caught or lost, and in hearing about the long shot which brought in the finest deer's head of the season. Much valuable information is secured in this way, however, which when passed on again helps make the bell on the cash register ring bull's-eyes.

HANDLING CANDY A PLEASURE.

BY CLIFFORD H. RUDES.

Logically, perhaps, the most interesting part of a drug store to a druggist should be the prescription department. But after years of long and late hours, of answering sometimes-foolish questions, of checking parcels, and of other similar tasks, some of us notice little nicks in the once-keen edge of our interest in affairs strictly pharmaceutical. We have gradually been developing a strong attachment for some other department, the success of which we strive for with tireless efforts.

To me the candy department makes the strongest appeal. To arrange a confectionery display in such manner that the goods appear inviting—and, in many instances, irresistible—is one of my keenest pleasures.

Our candy is displayed in a big case, and I derive much pleasure from arranging the stock in a manner that will create sales and add to our already large volume of business. We carry a great variety of stunning packages, and the many different effective arrangements of them are possible.

Displaying candy on the top of the case requires lots of attention; the study necessary in order to get the best effect is a never-failing source of interest. Then, too, the business-increasing possibilities on combination sales and the many opportunities offered for running special sales, especially on Saturdays and Sundays, are features which cannot help but appeal.

WATCH THE THERMOMETER.

In caring for a candy case constant vigilance is essential. Sudden changes in temperature markedly affect chocolate-covered pieces. The gray appearance noticed on many a chocolate cream is not always caused by age; a quick jump of the thermometer will almost invariably cause chocolate coatings to turn gray. The candy, of course, remains just as fresh as it was before the temperature change and can again be made salable if it is wiped carefully with a thin, clean cloth.

When a fresh consignment of package goods is placed in the case, I always put it under older stock of the same kind. Otherwise a good customer is likely, some day, to return a box of stale candy and accompany it with a few remarks that would not be pleasant to hear, particularly if any prospective customer happened to be within ear-shot.

But while the conduct of a candy department requires one to keep at it everlastingly, the exertion is more than compensated for by the ever-increasing business that results—it is most pleasurable to watch the frequency with which the stock "turnover" is accomplished.

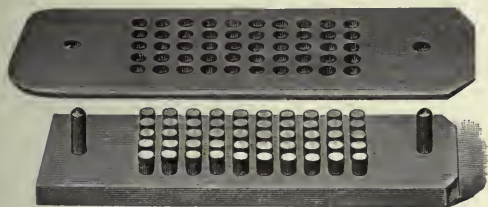
During the Christmas holidays we have filled the case to its capacity in the morning, and by night had the satisfaction of seeing the contents completely disposed of. And the case is a large one, too. That is one instance of how the "turnover" proposition works out where the candy department is the most interesting in the store.

There will be several papers next month on this topic: "How can we boost our sales of stationery?"

Money-makers and Money-savers.

Information as to where any of the articles mentioned in this department may be obtained will be furnished upon application. Address "Department of Money-makers," THE BULLETIN OF PHARMACY, Detroit, Mich.

Owing to the present scarcity and high cost of many prescription drugs, pharmacists who are called upon to furnish physicians with tablet triturates will find this little tablet mold a decided money-saver. It is rapid in operation and its use obviates the necessity of hav-



ing in stock a large and expensive line of tablet triturates for many of which the demand is infrequent. The mold is made of hard rubber and has a capacity of fifty one-grain tablets at a time.

* * *

For serving iced water, orangeade, fruit punches, and other still drinks the cooler illustrated herewith is particularly suitable. It is so constructed that the ice cannot come in contact with the liquid. The outer jar or liquid



container is easily filled without removing the ice receptacle. The two jars are of glass, the base is of white porcelain, and the lid is white enameled. The cooler is made in two capacities—1½ gallons and 1¾ gallons.

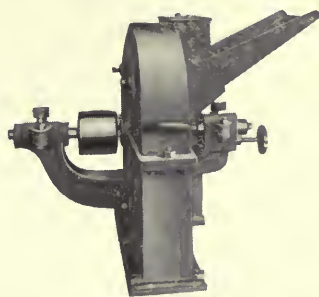
In order to prevent contamination from dirt or foreign substances this eye-drops bottle is provided with a combination rubber stopper and glass eye-pipette, the stopper forming the



bulb of the pipette. For prescription use the bottles come packed each in a neat paper box and are obtainable in four sizes—¼-ounce, ½-ounce, 1-ounce, and 2-ounce.

* * *

Manufacturing chemists, drug and pharmaceutical houses, and manufacturers of proprietary medicines find this machine to be decidedly effective for crude drug grinding. It is a



durable machine that is simple in construction, and is claimed to require less power for operation than other machines of similar capacity.

* * *

Face chamois, each one in a sanitary transparent envelope, offer decided sales advantages over ordinary chamois not protected from dust and dirt. These trade-getters can be obtained in assorted sizes in cream, white, and natural shades.



The Pantlind Pharmacy, Grand Rapids, Michigan, serves as a type of the store described.

PLANNING A MODERN DRUG STORE

Second Article

By F. STANDISH,
Of the Wilmarth Show Case Company

The task of planning an effective layout for a drug store of the long narrow type—even such an extreme example as was shown in the March BULLETIN—is simplicity itself compared to that of putting a “regular” drug store into a room both short and narrow.

The long store at least has the floor space, even if inconveniently strung out; but many druggists, owing to peculiar circumstances, have to make the best they can of a limited floor space.

For these druggists we show photographs and the floor plan of a store, scarcely more than a “hole in the wall” to begin with, which is making money for its owner, and which is really a most cheerful and pleasant place to step into. In spite of its size (or rather lack of it) this store does not present a crowded appearance.

This store is in a fine modern hotel building completed a little over a year ago, and the location was eagerly sought by a number of druggists, in spite of the handicap of its size. It naturally gets a great deal of trade from the

guests of the hotel—a good-paying class who, being transients, are not disposed to search out cut-rate stores, but are willing to pay full prices.

The over-all size of the room, not including the prescription department, is 31 feet by 15½ feet in the widest part; but over half of the store is only 13½ feet in width. To add to the difficulty of the problem, there is a flight of five steps leading to a little landing, on which there is an entrance to the hotel lobby.

FIXTURES THAT ECONOMIZE SPACE.

The show-cases on the right-hand side of the store are built only 18 inches wide; those on the left, 20 inches wide. This saves about one foot of space in the width of the store, as most all-plate-glass cases of this type are at least 26 inches wide; and in a store of this size “every little bit” certainly helps.

Another detail that makes for economy is the shape of the cigar case at the right of the entrance. In a larger store the cigar case in this location would very likely be built L-shape,

but by reason of the three-sided shape a little more precious space is gained. Notice that the case at the rear is also built in the same three-sided shape, saving just the amount of room that would be taken up by a square-cornered case.

The two 20-inch display cases on the left



Showing a part of the right side of the store—the camera being placed back of the soda fountain.

side of the room have oval corners, which facilitates service, because it is much easier to walk around a curve than a right angle.

There are, of course, no soda tables—in fact there are no stools before the soda fountain. The fountain is not used as a drawing-card to

the general public, and most of the drinks served are carried by the bell-boys to the guests of the hotel in their rooms.

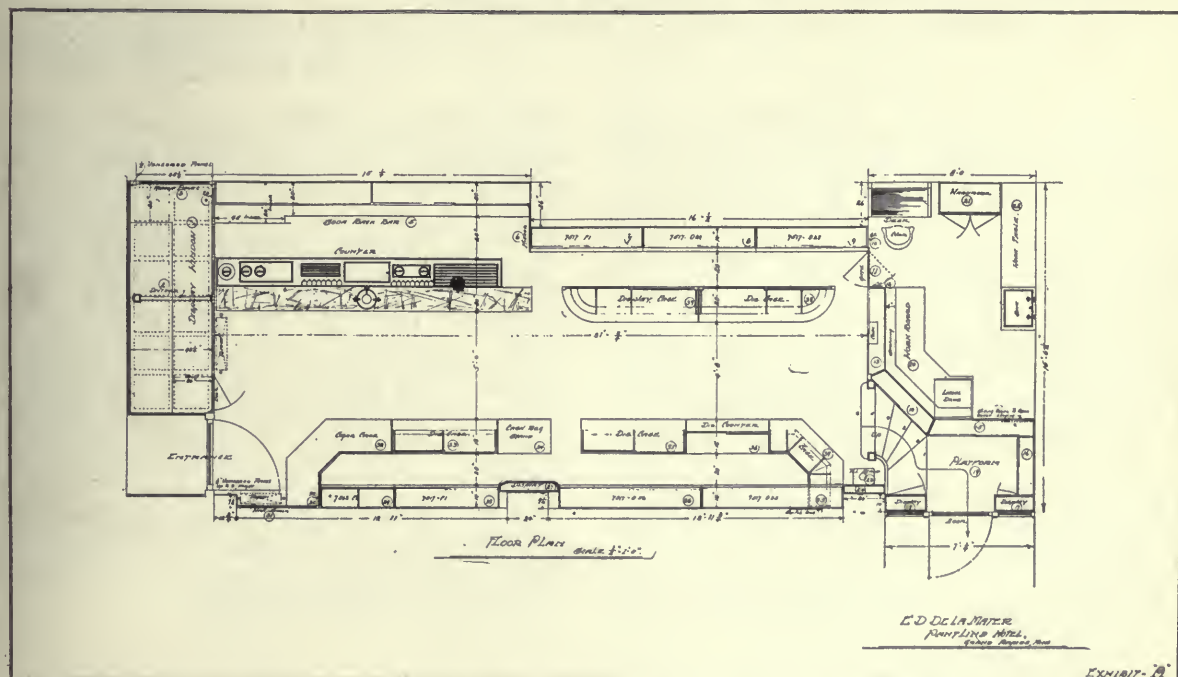
The wall-cases are built from the floor to the ceiling. The lower sections below the ledge are fitted with tincture shelving. The upper sections on the right-hand side of the store contain toilet goods, patent medicines, etc., except the wall-case just behind the cigar counter, which displays cigarettes.

ORDERLY ARRANGEMENT.

The wall-cases on the right-hand side of the store contain perfumes, toilet waters, and goods of that character. The store has literally not a square foot of wall space wasted; something is displayed everywhere, but with mathematical precision. The owner realizes that any untidiness would be fatal in so small a store; would make it look "cluttered;" so he insists on "a place for everything and everything in its place" at all times.

The prescription department contains a workboard of a special shape, as shown on plan. This workboard is fitted with 6-inch shelving over the ledge, and two pedestals of drawers with divisions. Besides the workboard, which is very complete, there is a worktable, desk and chair, and wardrobe.

The window-back consists of paneled railing



This shows the floor plan of a very small store, every inch of space being utilized to the best advantage. The entrance is at a corner, although it does not open onto two streets. To the right of the door, looking out, is a display window. From this window back to the prescription partition it is a little more than 31 feet. The prescription room is well arranged, as will be seen by a study of the drawing.

to a height of 42 inches, with an 8-inch marble base on the store side, to match the marble on the floor cases.

In line with rigid principles of space econ-



Looking straight in!

omy, there was worked out in connection with this store the original idea of a built-in wall-case just above the soda fountain back-bar. This wall-case is fitted with frameless plate-glass doors, and contains a very attractive display of high-priced package candies. The case runs the full length of the back bar.

Another feature a little out of the ordinary consists of two very small built-in cases on either side of the landing leading into the hotel lobby. These display choice perfumes.

By reason of its location this store makes it a policy to carry more or less complete lines of articles likely to appeal to the better class of travelers: the most expensive toilet goods, high-grade make-up materials, etc. Because it features the luxuries, the equipment has been planned to appeal to the esthetic senses. The fixtures, including everything pertaining to the show window (except the parquet floor) is solid inlaid mahogany in a beautiful, warm, rich shade.

Everything about this store is inviting to the eye, not the least attractive feature being a very pretty young lady in immaculate nurse's attire, who presides over the soda fountain.

INCREASING SALES IN A COUNTRY DRUG STORE

By CLAUD A. SMITH

The man who runs a drug store in a small town must train himself to wise, conservative buying. He cannot be expected to carry everything, but he ought to have a small assortment of as nearly everything as circumstances will permit. He should buy a little at a time and buy often.

Early in the game I adopted for an advertising slogan, "If we haven't it, we'll get it for you;" and no demand is too trifling to receive prompt and grateful attention. It is the confidence of my patrons that I want. And whenever dissatisfaction arises I make it right, no matter who is to blame.

In one respect my store is now on a very satisfactory basis. A certain line of family

remedies is well established, the people invariably calling for these remedies; hence I can devote my attention to pushing side-lines.

I am living in a wide-awake community, and I soon discovered that if I wanted trade I must go after it early in the morning. My predecessor had kept the store open late of nights, consequently he was sleepy in the mornings. I found that after 8.30 in the evening there was little real trade, but a great deal of loafing. I promptly discouraged the latter, and it is significant in its results. I am sure that ladies especially are more prone to enter my store since there is no longer any necessity of inhaling smoke-laden atmosphere or of pushing through a crowd of loafers.

Next month we shall have a striking paper illustrating the original advertising methods of a clever retailer—something entirely different from anything you have ever read.

EARLY IN THE MORNING.

I open the store early in the morning, thus being on hand and ready for the farmers' and schoolchildren's trade. I devote my whole energy and concentrated attention to my business through the day, but then I am done.

It is often the absence of a real manager that makes a store go down hill. You need not expect the best clerk in the world to push your business as hard as you would yourself. It isn't human nature. There are many customers who will buy more if the "boss" waits on them. Let the "boss" stick to his business!

My advertising stunts have been steady rather than spectacular. The local newspaper, mailing lists, and distribution of samples have been the mediums employed. My wall-paper business shows a very substantial increase, due to the fact that I adopted the mail-order house and paperhangers' own tactics—early in the season I send out small sample books showing specimens of my line. I talk personally with people who are thinking, even vaguely, of papering. I carry in stock a fine line of the less expensive papers, have a good large sample-book of the finer papers, and I ask only five days' time to get any pattern desired.

DEVELOPING SIDE-LINES.

In paints I follow much the same method. I deal with a good house, which advertises for me. This advertising through the country, plus a personal canvass among the farmers, has added very materially to my sales of paint.

It may be the Golden Rule in more ways than one—at least it's a business-getter—to do a favor whenever possible. Our small town boasts a Literary Club, and through its efforts a traveling library was secured. A place to keep the books was needed, and I offered space at the store. Such little matters may seem mere trifles, but they are nevertheless important in the business life of any dealer, more especially the small town druggist.

If I have a real hobby in the drug business, it is the development of side-lines. There is no surer way of increasing sales and profits than in adding and pushing to the limit a good live side-line. We need conscientious prescriptionists, of course, but if our business is to grow we must not restrict it to the compounding-room.

CANDY AND THE FOUNTAIN.

One of the first things I went in debt for was a soda fountain, and it has paid for itself, yielding a fine profit besides. We use paper sundae dishes and soda glasses, scald all spoons before re-using them, so that our guarantee of a "spotless fountain and sanitary service" is well carried out.

Another line that I have pushed is box candy and a fine grade of bulk chocolate, almond bars, mints, etc. An up-to-date soda fountain and good candy in attractive boxes will appeal to folks in a small town very strongly. They all take a personal interest, and will pay a dollar for a "good-looking" box of candy just as quickly as a city customer will.

Rubber goods I have featured somewhat, also. One advertisement I have used in pushing this line is to offer a small price—say twenty-five cents—for an old hot-water bottle, the same to be applied on the purchase price of a new one. Another scheme I have found to work well is the gift of a baby's hot-water bottle (face bag) to every new baby born in the community. This comparatively trifling gift is very much appreciated by the mother.

SCHOOL SUPPLIES AND STATIONERY.

The schoolchildren are my friends. I handle the school-books, get nothing out of them except gray hairs and a desire to swear, but nevertheless consider the move good business. The tablets, pencils, etc., I sell more than compensate for the book worry.

On athletic goods I make a good profit, and consider this business worth going after, as I don't carry much of anything of the kind in stock, but merely order the goods when called for.

By giving a box of stationery with every \$1.50 purchase, and by special sales on box paper, I have worked up a good trade on stationery, especially in the better grades. Local views, a good stock of comics, and birthday post-cards and holiday cards in season—these almost sell themselves.

Now all this isn't much in the way of a startling revelation, after it is all told. But nevertheless I have increased my sales 35 per cent during the past year.

Some of my ideas and methods must be right.

MINOR COMPLAINTS

By OLD MAN HICKS

Right at the beginning I want to absolve the editors of all responsibility. Hicks, and Hicks alone, is guilty.

What you read on this page and the next one may or may not suit you; in so far as I am concerned the point is immaterial. But I am going to continue, either regularly or intermittently, to send the BULLETIN a number of thoughts which come so easy that it would be a shame to hold them back.

Do you know anything about Freud? Well, he's the man responsible for the claim that dreams are caused by dammed-up emotions.

I want my slumber to be dreamless.

I am one of the mildest men that ever sold four ounces of sulphur for five cents. I wouldn't drown a litter of kittens for \$500. Yet I sometimes say some of the meanest things that it is possible to put into words. Frequently I laugh at myself, later, and wonder if, after all, one of my remote ancestors wasn't a rattlesnake.

But we are all less than half rounded out. At the rate we are now going it is still a matter of many weary million years before we—all of us—will have reached that state of perfection which will entitle us to a continuous seat in the bald-headed row.

Let it go at that.

* * *

In a war-counsel a pessimist is regarded as an enemy. And a single whiner in the drug business, no matter how obscure, hurts us all. Were it possible to do so, we ought to rise up and heave him overboard, even as Jonah was cast into the sea.

But the whiner is dead wrong. He has no cause, outside of himself, for complaint. The drug business is a good business, and we don't need statistics to prove it, either. All we need do is to get hold of a wage schedule. Can an equally qualified man get the same pay in the hardware business?—in the dry-goods business?—in the grocery business?—yes, or even in a bank?

The rule is that he can't.

So let it be repeated: the drug business is a

good business. Let it be furthermore said that the country is wide and broad and flat, and that there are just as many opportunities today as there ever were, and ten times more on top of that!

How can a kicker succeed, anyway? He has only one foot on the ground.

* * *

Personally I hate to see the passing of the old-time show globe. It seems to stand for something, with me; something that is pretty much a memory, possibly, but something close and sacred, nevertheless.

I felt much the same when I read in the papers that the American army (God help us!) had substituted a band for the drum corps. There is nothing in the world that stirs me like a Civil War drum corps. It covers me all over with goose pimples and causes me to reach for my handkerchief.

Quite frequently in the past when I have been in a strange city I have gone down the street looking for a drug store. And by what mark did I expect to identify it?

By its colored show globes in the windows.

And by what sign or token must I now distinguish it?

By the mark of bonbons on its brow—or by some similar modern device.

A drug-store window is always distinctive, quite regardless of what there may be in it. There is little danger of missing the place

But—well, I miss the show globes.

* * *

You have had this experience, probably: the postman has brought you an important letter; the most important letter in the world. It's from *her*, and possibly it contains information on which you think (note the mildness of the word "think") that the destiny of the sun, the moon, and all the little sunlets and moonlets hang. You grab at it eagerly and rip the envelope almost desecratingly, so eager you are—and then a customer comes in. You can't stand and read while a customer waits, so you jam the scented epistle into your coat pocket

and stride forth manfully, with a pretty good imitation of a smile on your face; so good an imitation, in fact, that the customer never questions its genuineness. Those who wait on trade are schooled in such deceptions.

Well, you make the sale and ring up the nickel. And then another customer comes in—and another, and another, and another. They keep coming, straggling in in just the proper order to keep you away from the letter. And they keep on coming in this manner for two hours or more.

Pleasant, isn't it?

* * *

What's the matter with our State associations? Let me tell you. Briefly, the same old mugs.

Heck is a pretty old dog. He was Adam's coon dog. But Heck was a pup once; and ever since that day the same old gang has been much in evidence at the annual meetings. The same old facial expressions; the same old intonations; the same old jockeying.

The average druggist sometimes feels that such organizations, quite regardless of the claims grandiloquently made in the preamble, are not exactly run in the interests of pharmacy, but rather for the benefit of a certain few. Year after year the same faces in the printed reports and announcements, in the public prints, in the drug journals—it gets tiresome. And he—the average druggist—doesn't join.

You remember the crown-of-thorns and the cross-of-gold speech? Some of our annual gatherings need to be ripped up in just that manner.

* * *

Did it ever occur to you that a druggist nowadays deals largely in luxuries? Here are a bunch of figures taken from a daily newspaper. I won't vouch for them, for newspapers sometimes prefer to be striking rather than accurate; but they seem all right. Let it be known, too, that these figures are for 1909—"presumably the latest available," the paper says. Six or seven years ago. But that doesn't matter, either. I am merely using the strung-out numerals to illustrate a point.

In the year indicated the American people paid \$107,000,000 for soft drinks, \$85,000,000 for candy, and \$2,300,000 for perfumery.

Quite apart from any other consideration,

this tabulation would seem to indicate that the American people had rather drink than eat—\$107,000,000 for soft drinks, \$85,000,000 for candy. This, possibly, is due to the imposing outlay that goes into soda-fountain apparatus each year—\$7,000,000 in 1909. A costly fountain appeals to the eye.

It may be possible that Johnnie's dictum that it "pays to advertise" is true, after all.

* * *

There are those among us who do not quite take the position that "the customer is always right."

Not for all the dollars in the world will I let a customer use me for a door-mat. I wouldn't be a man if I did.

That sort of stuff may be all right to print in little "code" booklets, and if you can get a clerk to live up to it you can doubtless add a dollar or two to the day's receipts. But what clerk with red blood in his veins will live up to it?

Let me illustrate. Last week an old shrew of a woman came in and handed me a little bottle.

"Gimme ten cents' worth of arnica," she said. "And I want some that's full strength."

"Madam," I replied, "we keep only one kind of tincture of arnica, and that is made in accordance with the United States Pharmacopœia."

"Well, I don't know about that," she responded; "but I do know that half the stuff I get here is no good. Doctors and druggists—they're all alike. I wouldn't trust one of them out of my sight."

There was venom in her tones. She meant just exactly what she said.

What should I have done? Pointed to a little sign above the prescription case—"The Customer Is Always Right"?

Well, I didn't do anything of that kind. I handed back the bottle and said as quietly as I could: "Madam, if that is the opinion you have of us here, you'd better get your arnica somewhere else."

She took the bottle and flounced out. And I let her go, and was glad she went. And am glad yet.

I won't row with a woman, but, on the other hand, in justice to what little manhood God gave me, I won't be run on.

Am I right? Or am I an old crank?

BOARD QUESTIONS ANSWERED

AN INDIANA EXAMINATION.

(Continued from the April BULLETIN.)

10. Explain the difference between liniment and lotion.

Liniments are very thin ointments for external application intended to be applied with friction to the skin. They are solutions of various substances in oily liquids or in alcoholic liquids containing fatty oils.

Lotions are solutions or mixtures of medicinal agents intended for external application, usually consisting of some soluble, astringent salt dissolved in water, with perhaps some glycerin or alcohol added.

11. Explain the difference between the physiologic and therapeutic action of medicine.

The physiologic action of medicine is the effect produced by the administration of medicine to a healthy person, while the therapeutic action is the effect produced by the administration of the same medicine to a sick person. A knowledge of the physiologic action of a drug is the basic reason for its administration when it is desired to produce a therapeutic action that will alleviate or cure a pathological condition. To produce the physiological action in a healthy person the dose of the drug required is usually much larger than is the one needed to produce the therapeutic action in a person who is ill.

12. What is the source of aloes?

Aloes is the inspissated juice of the leaves of *Aloe vera* (Linné) Webb, *Aloe Chinensis* Baker, *Aloe Perryi* Baker, or other species of *Aloe* (Fam. *Liliaceæ*).

13. How is the active principle of aloes prepared?

Aloin may be prepared as follows: One part of aloes is dissolved in 10 parts of boiling water acidulated with hydrochloric acid, and allowed to cool. The liquid is then decanted from resinous matter, evaporated to about 2 parts, and set aside two weeks for crystals to form; the liquid portion is poured off, the crystals pressed and the adherent resinous matter separated by shaking with acetic ether, which dissolves the resin.

14. What is a diaphoretic?

A diaphoretic is a remedy which increases the action of the skin and promotes the secretion of perspiration.

15. Name two diaphoretics, giving approximate maximum dose of each.

Camphor; approximate maximum dose, 5 grains.

Potassium acetate; approximate maximum dose, 60 grains.

16. What forms of sulphur are official?

Sublimed sulphur, washed sulphur, and precipitated sulphur.

17. What is an alterative?

An alterative is a remedy which changes (alters) the course of morbid conditions in some way not yet understood, perhaps by promoting metabolism.

18. Name five alteratives.

Arsenic, sulphur, mercury, iodine, and phosphorus.

19. How is creosote obtained?

Creosote (a mixture of phenols and phenol derivatives, chiefly guaiacol and creosol) is obtained during the distillation of wood-tar, preferably of that derived from the beech.

20. What is the chief therapeutic use of creosote?

Creosote is used extensively in the treatment of pulmonary tuberculosis.

21. Give official names of croton oil, castor oil, cod-liver oil, oil of birch, and oil of wintergreen.

The official Latin names are: *oleum tigllii*, *oleum ricini*, *oleum morrhuae*, *oleum betulae*, and *oleum gaultheriae*.

22. (a) What is the source of *nux vomica*?
(b) What is its most potent alkaloid?

(a) *Nux vomica* is the dried, ripe seed of *Strychnos Nux-vomica* Linné (Fam. *Loganiaceæ*).

(b) Strychnine is its most potent alkaloid.

23. Name two non-metallic inorganic antiseptics.

Chlorine and hydrogen peroxide.

24. Name four acids of vegetable origin recognized by the Pharmacopœia or National Formulary.

Acetic, camphoric, citric, and tartaric acids.

25. Name four medicinal substances which have very low melting points.

Cocoonut oil, salol, camphor, and phenol.

26. What is the source of *adeps lanæ hydrosus*?

The purified fat of the wool of sheep (*Ovis aries* Linné).

27. Under what conditions is the use of hydrous wool-fat indicated?

When it is desired to use as an ointment base

a substance that does not easily become rancid, that resists saponification, that will take up a considerable amount of water or water-soluble substance, that will pass through the integument readily and carry with it any medication with which it is charged. It is a perfectly neutral base, and therefore not liable to decompose any ordinary substance. It is particularly useful in chronic skin diseases where there is infiltration, and where a penetrative action is desired for medicaments locally applied.

28. Define the following terms and give an example of each: hemostatic, narcotic, vermifuge, diuretic, and hypnotic.

A hemostatic is an agent which arrests bleeding when administered internally. Adrenalin is a hemostatic.

A narcotic is an agent which lessens the relationship of the individual to the external world. Opium is a narcotic.

A vermifuge is an agent which expels worms inhabiting the intestinal canal. Oil of chenopodium is a vermifuge.

A diuretic is an agent which promotes the secretion of urine. Potassium acetate is a diuretic.

A hypnotic is an agent which produces sleep. Potassium bromide is a hypnotic.

METROLOGY, POSOLOGY, AND TOXICOLOGY.

1. Give a brief history of the origin of the metric, avoirdupois and apothecaries' systems of weights.

The metric system is supposed to have originated in the fertile mind of the French statesman, Prince de Talleyrand, toward the close of the eighteenth century. It was enforced in France by law in December, 1799. As a basis, the authors of the metric system adopted a quadrant (one-fourth) of the earth's circumference, and dividing this into ten million parts they obtained a certain measure of length, which they named meter, and adopted as a standard for all units of measurement.

Avoirdupois weight, as its name would seem to indicate, is probably of French origin (*avoir du poids*, to have weight), and was no doubt introduced into Great Britain during the reign of the Norman dynasty; it first appeared in the English statute-books in 1335. In 1824 the value of the avoirdupois pound was defined by law in England to be 7000/5760 of the old standard troy pound.

Apothecaries' weight was probably derived

from troy weight, which latter was introduced into Great Britain by merchants from Lombardy, toward the close of the thirteenth century. As far back as 1266 a statute was enacted in England which provided that an English silver penny, called a sterling, round and without clipping, should equal in weight 32 wheat grains, well dried and taken from the center of the ear, and that of such pence 20 should make one ounce, and 12 ounces one pound. About 1497 the weight of the silver penny, however, was changed to the equivalent of 24 wheat grains. These statutes clearly indicate the origin of the pennyweight and the troy system, from which the apothecaries' weight was subsequently derived.

2. (a) What doses should be remembered of a poisonous drug? (b) What dose of a drug does the Pharmacopœia give? Why?

(a) The minimum, approximate average, and maximum doses.

(b) The approximate average dose because owing to the age, sex, temperament, drug habits and idiosyncrasies of individuals, rendering them more than usually susceptible or insusceptible to the action of certain remedies, it is not feasible to state authoritative minimum or maximum doses.

3. Name five alkaloids, giving source and average dose of each, that you consider $\frac{1}{2}$ grain an overdose.

Aconitine is obtained from *Aconitum Napellus*.

Atropine is obtained from *Atropa Belladonna* and some allied plants.

Strychnine is the principal alkaloid of *nuxvomica*. It is also obtainable from other plants of the Loganiaceæ.

Colchicine is obtained from *colchicum*.

Veratrine is a mixture of alkaloids obtained from the seed of *Asagroeæ officinalis*.

4. Name and give the average dose of five U. S. P. tinctures of which you consider two teaspoonfuls an overdose.

Tincture of aconite, 10 minims; tincture of belladonna leaves, 8 minims; tincture of cantharides, 5 minims; tincture of digitalis, 15 minims; tincture of iodine, $1\frac{1}{2}$ minims.

5. Name and give the average dose of five mineral acids.

Diluted hydriodic acid, 8 minims; diluted hydrochloric acid, 15 minims; diluted nitric acid, 30 minims; nitrohydrochloric acid, 3 minims; diluted sulphuric acid, 30 minims.

(To be continued.)

LETTERS

A STOCK-REDUCING SCHEME.

To the Editors:

On February 15 I sent out to every name on my mailing-list a card bearing the following phraseology:

This is the Coupon that is good for
One Dollar and Fifty Cents
 — AT THE —
PEOPLE'S DRUG STORE,
 as explained in the
 Enclosed Circular
Anton J. Sievers, Proprietor

In explanation I might say that our town is small and that I carry a number of lines quite outside and apart from those generally carried in a drug store.

The discount offered was heavy, the statement on the circular which accompanied the coupon being to the effect that when a customer bought nine dollars' worth, he might then claim his free goods. The nine dollars' worth had to be bought within thirty days, though. The back of the coupon was ruled for a record of purchases.

The scheme worked well. It reduced my stock and it secured for me a number of new customers.

ANTON J. SIEVERS.

Illif, Colorado.

THE IMPORTANCE OF MAKING WANT-BOOK ENTRIES.

To the Editors:

We are located on a branch of the Rock Island and Northwestern Railroad, fifty miles from a wholesale house, and it takes from three to six days to get in our freight shipments. This often makes it possible for us to be out of some article for several days at a time.

The importance of the want-book has made an indelible impression upon my mind, so much so that I have made it a rule to enter an item, when a sale takes the last article, just as regularly as I would enter a charge sale on the day-book.

If the stock of a rapid seller is low, I do not

wait until the last of the article is sold before entering the item on the order sheet, but jot it down early.

I recommend going over the stock carefully about once a week and making a memo of the articles that are getting low, using careful judgment as to which are best sellers and which are slow to move. The possibility of overbuying may hinge here, so care must be taken not to anticipate, too far in advance, the need for certain articles. It is much better to order every week or two, and not in such large quantities, than to order once a month, for there will always occur several "shorts" in the course of a month that it would not be advisable to hold off on thirty days before re-ordering.

In fact, there are many instances when it will prove profitable to make a special order and pay express charges rather than be out of articles, especially staple sellers. This, of course, emphasizes the importance of closely watching the stock and the want-book. Unnecessary express charges eat heavily into the profits, but, at the same time, it is risky business to send a customer to a competitor for even a small purchase. He might be induced to keep up his patronage there.

Audubon, Iowa.

DAISY A. FRICK.

THE LONG HOURS MADE SHORTER.

To the Editors:

On the morning the BULLETIN arrives at the store my clerk has it looked through by the time I get down, and always tells me about something good that he has found in it. Later, we both read it from cover to cover, obtaining from it a great many usable ideas and serviceable helps.

It strikes me that an original "small-boy" experience which happened in our store the other day might prove of interest to BULLETIN readers. Here it is:

Two lads, regular boys, each of them about 12 years old, came in to purchase some stamps. Their hands were in the usual condition of those of small boys in marble time. They compared grimy fists for a minute or two, and then one little fellow said to the other, "Aw, let the drug-store guy lick 'em!"

And so the long hours are made shorter.

Fort Dodge, Iowa.

GEO. M. KEARBY,
Mgr. Red Cross Drug Store.

SHE WAS CONVINCED.

To the Editors:

A little boy came to our store with the following order and thirty cents: 2 ounces glycerin, 2 ounces bay rum, 10 cents' worth of tragacanth. We told him that he could bring five cents more into the store next time he was down-town. His mother sent the money back with the following outburst:

*wal my sad if i must
say it. i use to get more
suntropic for 5 than her
is for 10*

We wished to explain, so we sent the boy back with the following note and a weather chart: "Glycerin has advanced recently from 25 cents to 78 cents per pound, tragacanth from 90 cents to \$2.25 per pound. So you see we are still Druggists and not ROBBERS."

She replied by asking for a weather chart for her daughter! STAACK & LUCKIESH.

Maquoketa, Iowa.

EVEN THE MINISTERS LIKE US!

To the Editors:

While I am not now directly connected with the drug trade, yet I am greatly interested in the BULLETIN. While making my quarterly rounds among the churches in my district I never fail to slip into my suit-case a copy of the BULLETIN and the *Literary Digest*, to which I have been a subscriber from the very first number, while a student in the Gammon Theological Seminary in Atlanta, Ga., in 1891.

I cannot see how any individual connected with the drug trade, directly or indirectly, can be abreast with the times who does not read a good magazine such as the BULLETIN OF PHARMACY. REV. VALCOUR CHAPMAN.

New Orleans, La.

I am so appreciative of the value of your drug journal that I have every copy I have ever received bound together by the year, and often delve into back numbers for suggestions and formulas of value. C. FRED CORPRON.

Seattle, Wash.

FLORAL DEPARTMENT.

The BULLETIN is the best of them all.

Tallapoosa, Ga.

E. C. JACKSON.

The BULLETIN is my favorite journal!

Petersburg, Va.

J. T. GILMER.

The best drug journal that comes to my store!

NORMAN W. CAMPBELL.

Ottawa.

Another year of pleasure. The BULLETIN is some book!

GEO. NINGERBERG, JR.

Cincinnati, Ohio.

Impossible to get along without the BULLETIN OF PHARMACY.

C. D. DUFFEY.

Beaulieu, Minn.

Your magazine is my choice of all pharmaceutical publications.

WILLIAM SCHAFFARZICK.

White Sulphur Springs, Mont.

It is one of the snappiest drug journals I receive, and I appreciate its arrival each month.

Schenectady, N. Y.

H. S. VAN PATTEN.

We might add in conclusion that the BULLETIN is read and enjoyed by every man in the store—a source of profit and entertainment to all.

WEST DRUG COMPANY.

Tarpon Springs, Florida.

The BULLETIN is one publication that we cannot do without. The practical suggestions that we get from it are worth many times the subscription price.

JOHN A. SHAW.

Keosauqua, Ia.

For several years I have considered the BULLETIN the *most useful to the retail druggist* of any of the drug journals. That covers the entire ground as I see it.

Watsonville, Cal.

E. W. HANSON.

I have read the BULLETIN ever since I graduated from college, and I must say it is the journal I have been looking for. It is modern, and it contains everything a druggist wants to know and ought to know.

JOHN A. DORJAHN, Ph.G.

Blue Island, Ill.

THE SODA FOUNTAIN.

RIGHT WAY TO FREEZE ICE CREAM.

Even though hundreds are using brine freezers of modern type, yet there are occasions when ice-cream demand may slacken so that it does not pay to operate the ten-gallon or larger-capacity machine. Then, as well as on other occasions, the so-called hand or power freezers come quite handy and can be more economically operated, says the *Soda Fountain*. Most dealers work up the home as well as the outside towns for orders, and the growing tendency is for the use of the brine freezers, but always at the same time retaining or buying along with the larger system the hand or power machine for emergencies where extra orders come in after the day's requisites have been filled, and where it would be impossible to produce a less quantity with the machine than ten gallons. As these hand machines will always have their place in a store or a factory, it follows that a better knowledge should prevail to get the most out of such a machine in the handling of the machine and material. For much better operation the following should serve as a guide.

Some freezers, of course, are handled a little differently than others, depending upon make, capacity, and special construction. Before starting in to make a batch of ice cream, the freezer can, lid, and dasher should be scalded. These should always be sweet and clean.

There are a great many ways of making ice cream and frozen delicacies. In fact, few ice-cream makers use exactly the same formula. However, there is nothing complicated or difficult about handling the cream or ingredients, and whatever recipe is used should be followed closely.

When ready to do the freezing, put the mixture into the can, adjust the mechanism, dasher, lid, etc., so everything will work perfectly. Even a novice will have no trouble in doing the freezing. Full operating directions usually accompany each freezer, or by following the operation a number of times with the ice-cream can empty, any confectioner will readily understand how to handle the freezer.

Usually, three parts of ice are used to one part of salt as packing around the freezer can in the tub—a layer of ice being put in, then a layer of salt, until the tub is full. Rock salt or coarse barrel salt is used.

Now turn the crank slowly until the cream or mixture becomes chilled, then increase the speed of turning, and finally turn the crank as rapidly as possible until the mixture is well frozen, or of desired consistency. Rapid turning at the end increases the yield, hence a power freezer will usually yield a little better than a crank or hand freezer.

Some makers of ice cream thoroughly mix the crushed ice with salt in a box before packing around the freezer can, the ice being crushed very fine, or as it would be by an ice-breaker or crusher. By mixing in this way, the salt begins to act immediately on the ice, and the temperature of the salted ice is much colder by the time the crank-turning begins than when the ice and salt are packed around the can in layers.

After the cream is frozen, remove the dasher, and place a cork or stopper in the lid. The ice and salt should now be stamped down tight around the can, and more ice and salt added, until the top of can is covered. Cover the tub with a bag, rug, piece of carpet, or similar covering.

Ice cream is said to taste better when allowed to stand a while before using, say an hour or two.

The tub should be repacked a couple of times during the day, or while cream remains in the can.

Quickness in freezing, aided by good internal mechanism in the can, gives a smooth, even surface to the cream, without lumps.

With the can revolving in one direction in the tub, while the beaters, dashers, etc., move in another direction in the can, good freezing is easy of accomplishment, for, after all, it is the freezer that does the work, with a few moments' turning of the crank.

SELECTED FORMULAS FOR SUMMER LEADERS.

PINEAPPLE SNOW.

Dissolve one-half ounce of French granulated gelatin in a quart of water. Do this in a double boiler to prevent its scorching on the bottom, and set aside to cool. Squeeze the juice of ten lemons into a gallon of cold water. Add one-half pound of granulated sugar. Add the gelatin solution and mix well. Then strain off the whites of three eggs and beat to a froth. Stir the eggs thoroughly into the rest of the preparation and freeze in a five-gallon ice-cream freezer until almost hard. Then open freezer and add one quart of good crushed pineapple and freeze solid. It should be whipped up and frozen fast at first so as to make it light and frothy. It is delicious and very cooling.

APPLE CRANBERRY FRAPPE.

To each quart of cranberries allow one quart of unsweetened apple sauce, three pounds of sugar, one and one-half quarts of water, the juice of two lemons and one orange, the grated rind of one lemon and one orange, and two tablespoonfuls of powdered gelatin, and one cup of boiling water. Cook the cranberries in the water until soft. Add the apple sauce. Run through a sieve. Add the fruit juice, grated rind, and the sugar. Soak the gelatin in a little cold water, then dissolve in the boiling water. Add to the fruit mixture. Pack in ice and salt and let stand four hours.

HER MAJESTY'S SURPRISE.

Add to 1 pint of marshmallow cream, 8 ounces each of vanilla syrup and chocolate syrup. Take $\frac{1}{4}$ pound of hazel nuts, blanch them in hot water, chop fine and add to the mixture. Then add 1 quart of fresh strawberries, previously prepared with sugar as is done in serving strawberry sundaes. Serve sufficient of the mixture over vanilla cream and top with whipped cream and a cherry.

WHITE MOUNTAIN.

Orange syrup, 2 ounces; cream, 3 ounces; white of one egg; shaved ice, $\frac{1}{2}$ glassful. Shake well, strain into a 12-ounce glass and fill with carbonated water, fine stream.

CHOCOLATE NUT FREEZE.

Into a sundae glass place $\frac{1}{2}$ ounce of chocolate syrup, $\frac{1}{2}$ ounce of sweet cream, one teaspoonful of vanilla ice cream, and two teaspoonfuls of nut meats mixed well. Add one 20-to-the-quart scoopful of vanilla ice cream, cover with whipped cream, and place a whole maraschino cherry on top.

BANANA BEST.

At one end of a split banana put a No. 20 mound of vanilla ice cream, and at the other a No. 20 mound of strawberry ice cream. Over each mound of ice cream pour some cherry syrup and top with a cherry. Sprinkle with chopped walnut meats and put a small ladle of whipped cream between the mounds of ice cream, and top with a green and a red cherry.

BANANA NEAPOLITAN.

Place on a split banana four No. 20 cones of ice cream, using strawberry, chocolate, vanilla and orange or other water ice, so placing the cones of ice cream as to make the colors contrast agreeably. The cream may then, if desired, be spread into one mass; but if you do this, you must be very careful to have it look neat. Decorate with a cherry.

SWEET CLOVER SYRUP.

To 24 ounces of simple syrup add 8 ounces of tea syrup, 4 ounces of maple syrup, one-half ounce of solution of acid phosphate, and color a delicate green, using pure food coloring. Serve in an 8-ounce glass in the same manner as any phosphate.

FRUITED COCOA.

Into a mixing glass draw $\frac{1}{2}$ ounce of chocolate syrup, add 2 ounces of cream and a little ice. Shake, then add enough carbonated water with the fine stream to fill the glass three-quarters full. Strain into a clean 12-ounce glass, add a portion of ice cream and decorate with sliced pears and a cherry.

ROSE OF OLD IRELAND.

Prepare a dressing as follows: To 3 or 4 ounces of rose syrup add 4 ounces of cream and enough marshmallow whip to make 1 pint. Color a delicate pink and whip to the consistency of whipped cream. Put a No. 8 mould of pistachio ice cream into a champagne glass and pour over it a ladle of the dressing. Drop a green cherry on it. This may be sprinkled with candied rose leaves.

GRAPE ICE.

Two pounds of sugar, two lemons, one orange, two quarts of red Tokay grapes, one quart of water. Put grapes, sugar and water in a kettle and place over a slow fire, under constant stirring bring it to a boil, then pass it through a sieve, leaving skin and pits behind. Squeeze the lemons and orange and add the juice. When cold freeze in the usual manner. If this is to be served in glasses, beat up four egg whites quite stiff and mix it into the batch smooth and foamy. A few drops of red color should be added, to give it a more positive appearance, and two or three whole grapes placed on each portion.

ROYAL GOLF.

Into a suitable glass break an egg, and add 1 ounce syrup of raspberry, 2 ounces of sweet cream, $\frac{1}{4}$ glassful shaved ice, and a few dashes of solution of acid phosphate. Fill the glass with carbonated water, coarse stream, and then pour all into another glass, repeating the operation, until a foaming drink is produced.

KEEPING THE FOUNTAIN CLEAN AND BRIGHT.

The following suggestions, taken from the *Western Druggist*, have been given in this department in one form or another many times, but it is hoped by their repetition to prevent any fountain owner from falling into the habits of carelessness or untidiness likely to manifest themselves when the season's rush is on:

Every portion of the soda apparatus should be kept perfectly clean and bright. All the silvered portions should be cleansed every morning with a mixture of whiting, ammonia, and water, and then polished with a piece of flannel. The mirrors should also be cleansed as often as may be necessary, at least twice a week, preferably every other day or even every day.

Every utensil should also be cleansed and polished each morning. The silver spoons, holders, etc., should be cleansed with whiting and then polished. The glassware should be cleansed at the same time. The marble counter surface of the apparatus should also be washed every morning.

Occasionally all the marble should be washed with Castile soap and water and then wiped off with kerosene. The latter should, however, not be used on white marble. Instead of cleansing the marble with Castile soap and water, the following may be used:

Sodium carbonate	2 ounces av.
Chlorinated lime	1 ounce av.
Water	14 fluidounces.

Mix and apply (magma and liquid) with a cloth, rubbing until clean and dry.

The marble may be polished by rubbing either with powdered tripoli, followed by putty powder, or with a mixture of chalk, soft soap, and rouge, applied on felt or flannel, afterwards polishing off with a clean piece of felt. These two methods are employed by marble dealers for polishing their ware.

The soda-water and mineral-water glass-holders should also be cleansed and polished in the same manner as the silverware of the apparatus.

It has been suggested to avoid tarnishing the silverware of the fountain by painting it, after cleansing, with collodion, highly diluted with alcohol. When the liquid evaporates, the collodion will be left on the metal in the form of a very thin transparent film.

If the silverware is badly tarnished, it may be cleansed with solution of sodium hyposulphite.

Occasionally also any woodwork should be wiped clean with a damp sponge, then dried off and oiled with paraffin oil.

About twice a month the ice-chamber of the apparatus should be washed out by pouring in several pails of water or by connecting a hose with the hydrant and turning on the faucet. The water washes out the solid impurities which remained from the ice. Those impurities which are too large to be washed through the pipe will collect about the opening of the latter, and may be gathered up with the hand.

THREE FROZEN TRADE TEASERS.

APPLE ICE CREAM.

Peel, cut and core about two dozen apples; cook them to a stiff marmalade; pass through a sieve with an equal volume of cream; sweeten to taste; add a little lemon juice, and freeze.

COFFEE SHERBET.

Roast and grind one pound of Mocha coffee, place it in a French coffee-pot, and pour four pints of boiling water over the coffee. As soon as the coffee is ready pour it into an earthen bowl, add two pounds of sugar, cover well, and set the bowl in a hot-water bath, stirring once in a while until the sugar is well dissolved. When the sugar is dissolved, strain the coffee, let cool, then freeze. When the ice is well frozen and just before serving add about five small glassfuls of French Cognac brandy, mix thoroughly, and serve immediately.

MULTI'S DELIGHT.

Prepare cream for freezing, one gallon. Add three-quarters of an ounce of powdered chocolate, put in the freezer and turn until the mixture comes near the freezing point. Remove the lid and add one pound of chopped nuts. Finish freezing, take out the dasher, and

OF INTEREST TO THE CLERK.

Beginning in the June BULLETIN, we shall show under the head of each State what certificates are recognized by the Board of Pharmacy in lieu of a direct examination. This information is frequently sought by clerks or even proprietors who desire to change from one State to another, and we have recently made elaborate efforts to collect all the data and to publish it in systematic order.

work in with a butter paddle six sliced bananas (being careful not to mash). This makes a very rich sundae, which should bring 15 cents.

A DESCRIPTIVE MENU.

"Ye Pig'n Whistle" candy stores, of which there are seven in the California cities of San Francisco, Oakland, and Los Angeles, provide their customers with printed menus listing the various fountain drinks and ices served. Instead, however, of listing by name only the fancy sundaes offered, the menu tells the composition of each individual confection.

A page from the menu reads like this:

- PIG'N WHISTLE SPECIAL, 25 CENTS.**
One Nabisco Wafer, Orange Ice Cream, Pineapple Ice, Crushed Peaches, Whipped Cream, Cherry.
- MERINGUE GLACE, 20 CENTS.**
Two Meringue Shells, Vanilla Ice Cream, Whipped Cream and Cherry.
- CREME DE VIOLET SUNDAE, 20 CENTS.**
Vanilla Ice Cream, Violet Syrup, Whipped Cream, Cherry and Crystallized Violets.
- SOCIETY SUNDAES, ALL FLAVORS, 15 CENTS.**
Vanilla Ice Cream, your choice of flavor, Whipped Cream and Cherry.
- MALTED MILK CHOCOLATE SUNDAE, 25 CENTS.**
Chocolate Syrup, Ground Nuts, Vanilla Ice Cream, Crushed Strawberries, Whipped Cream, topped with Cherries and three of our delicious Malted Milk Chocolates.
- FRUIT MELBA, 25 CENTS.**
Two slices Pineapple, two halves Peaches, Vanilla Ice Cream, Crushed Pineapple, Ground Nuts, Whipped Cream and Cherry.
- BANANA SPECIAL, 25 CENTS.**
One Banana cut in halves, Orange Ice, Vanilla Ice Cream, Crushed Raspberry, Ground Nuts, Whipped Cream, Cherry.
- PINEAPPLE SPECIAL, 25 CENTS.**
One slice Pineapple, Vanilla Ice Cream, Pineapple Ice, Crushed Pineapple, Ground Nuts, Whipped Cream and Cherry.
- CERISE PUNCH, 20 CENTS.**
Grenadine Syrup, Pineapple Ice, Soda, Grape Juice floated on top.

All fountain drinks dispensed at "Ye Pig'n Whistle" command good prices. That the public is willing to pay liberally for superior service and quality is indicated by the following price list which prevails for standard drinks:

- Root Beer, 10c.
- Root Beer, Creamed, 15c.
- Ginger Ale, Imported, 25c.
- Ginger Ale, Domestic, 10c.
- Clicquot Club Ginger Ale, 25c.
- Grape Juice, 10c.
- Coca Cola, 10c.
- Carbonated Water, 10c.
- Bromo Seltzer, 10c.
- Milk, 10c.
- Milk and Cream, 15c.
- All Cream, 20c.
- Sweet Apple Cider, 10c.
- Creamed Buttermilk, 15c.
- Buttermilk, 10c.
- Pineapple Juice, 10c.
- Schweppe's Sarsaparilla, 25c.
- Plain Malted Milk, 15c.
- Fer-Mil-Lac, 10c.
- Milk Shake, 15c.

"Ye Pig'n Whistle" stores make a specialty of pack-

ing dainty lunches and of providing, for home consumption, ice cream and ices packed in special cartons in which the frozen cream will remain hard for an hour or more.

PROPERLY WHIPPED CREAM.

As many beginners hardly know what whipped cream is, we will give them a few hints, says the *Soda Dispenser*. For ice cream as well as for whipped, the cream should first be tested. To test its purity fill the lactometer (an instrument which should be in every shop), let it stand in a cool place an hour or two, and if any considerable portion of milk settles from it, then it is not first-class quality and should not be used for whipping.

For whipped cream it is still better to let the "single" cream stand for twelve hours after skimming and then skim off the rich portion, thus obtaining the "cream of the cream." It will be so rich that it can all be whipped to a stiff froth without any, or, at the very most, little, remainder. This is the true "double" cream.

Whisk the cream with an egg-beater to a stiff froth in a large shallow bowl, set on broken ice, and as soon as it ceases to stiffen skim it off and put on a fine sieve to drain. What runs through can be put with the rest in the bowl and whipped again. Continue whisking until it is all frothed. Stir in very lightly four ounces of finely powdered sugar for each pint of cream used.

CRULLERS A LA MODE.

Almost every one who has eaten luncheons in quick-lunch restaurants knows what "pie a la mode" means—a slice of pie covered with ice cream. Few soda dispensers, however, says a writer in the *American Druggist*, have ever considered what an attractive light lunch feature might be made of serving a cruller or doughnut with ice cream.

When serving such a combination it is best to select an especially large cruller, which naturally has an unusually large hole in its center. Into this hole there may be deposited a good-sized ladleful of ice cream, which may be smoothed down to a flat surface so as to fill the aperture snugly. This makes a dainty and delicious combination of cake and ice cream which may be eaten with a spoon, and constitutes another attractive specialty for the up-to-date dispenser to advertise.

DRAWING AND SERVING THE BEST ICE-CREAM SODA.

A method adopted by successful dispensers to draw and serve the best ice-cream soda is described by the *American Druggist* as follows:

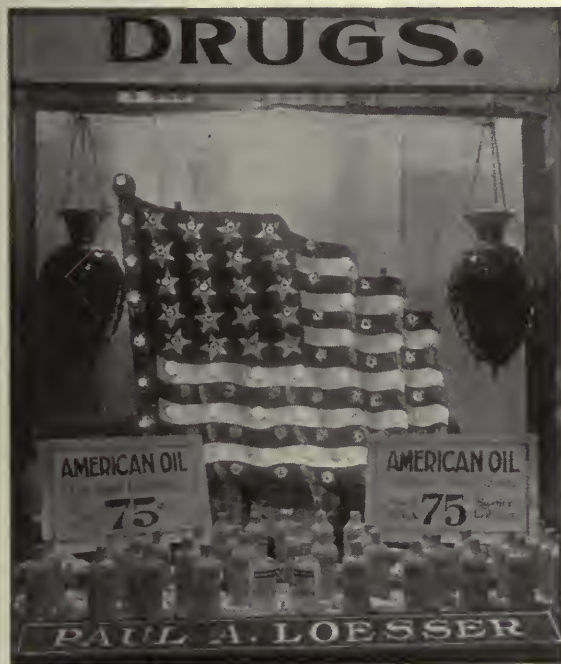
"After pouring about two fluidounces of syrup into the glass, turn in the fine stream of carbonated water, and revolve the glass quickly so that the stream will reach and play upon each part of the syrup in the glass.

"Then turn in the coarse stream of soda until the glass is more than half filled, and then turn in the fine stream for a moment so as to mix the contents in the glass again. The ice cream should thereupon be dropped in and the glass filled with the fine stream so that the layer of foam will rise slowly above the glass."

BUSINESS HINTS

A Novel and Attractive Window.—

For this window devoted to American Oil an electric American flag was used as a background. This flag is made in four sizes by the Toledo Rail & Light Company, the one shown in the picture being four feet



long. There are 93 electric light bulbs—10 amber, 20 blue, 30 white, and 33 red. The flag is made of steel, and enameled in colors.

This display appeared in the window of Paul A. Loesser's store, corner of Monroe and Lawrence Streets, Toledo, Ohio. Mr. Loesser is president of the Toledo Drug Club.

Speeding Up Delivery Boys.—

The Warner Drug Company, of El Paso, Texas, has in operation a plan that succeeds in keeping messenger-boys from loafing on the job and insures the prompt delivery of all packages.

Here is a description of the working of the plan, furnished by Manager Milton A. Warner of the company: "For our messenger service we employ four small boys who are required to deliver, on an average, 150 packages daily. Until after the adoption of our present system we had all kinds of trouble with delivery service.

"To overcome the difficulties we secured a large number of plain blank paper slips made into blocks of about 100 each. The pads are supplied in four different colors—red, pink, blue, and white—so that each boy has in his possession a pad of slips of a distinctive color. Before a boy starts on a trip he makes out one of his slips, stating his destination, and hands it to the cashier, who marks it with a time stamp and places it on a hook-file. The time stamp used costs five dollars and may be obtained from any stationer.

"The marked slips are kept on file until Saturday night, when a count is made, and the boy having the largest number of slips to his credit is given a cash prize of five dollars.

"The greatest advantage of this system is that by it we can find out any boy who is loafing on the job—we have simply to look at the slips to be informed as to when he left on his last trip. Another advantage is that the system enables us to keep track of the increase or decrease of telephone orders; we tabulate records from the slips and use them for reference.

"In order that we may have messengers available at all times of the day the boys report for duty at different hours. The first boy comes on at 7 A.M. and works till 7 P.M. Others report at intervals of one hour apart until 10 A.M. Thus we have one or more messengers on duty from seven o'clock in the morning until ten o'clock at night."

Poultry in the Window.—

E. C. Andrew, one of the leading druggists of Montgomery, Alabama, put a little emphasis back of a disinfectant window display he arranged a short time ago by placing in the window two hens and a rooster. These attracted a great deal of attention, and



served to link the goods on display with a definite purpose; for in the spring those who keep hens are more or less in the market for germicides and disinfecting sprays.

It is a specific appeal that counts; it is much more effective than a general one. Window-trimmers should study to "put over" one message at a time.

Advertising Stickers.—

E. H. White, the leading newsdealer of Boone, Iowa, says *Crowley's Magazine*, has some very attractive gummed stickers in black and gold, seal-shaped, about one inch in diameter, on which appear the words "E. H. White, Newsdealer, Boone, Iowa," which he sticks upon magazines as he sells them. This sticker is so attractive and small that it doesn't mar or mutilate the magazine and is very effective as a sales-producer. Mr. White says: "My theory is that probably three to six persons read the magazine after the original purchaser has finished it. Many of these 'second-class' readers will begin to realize that these magazines are on sale and don't simply grow on bushes. Result—they know where to get magazines."

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Inks and Polishes..

K. F. writes: "Will you please print formulas for (1) writing ink, (2) printer's ink, (3) metal polish, (4) shoe polish. I would also like to know the names of several books containing such formulas."

1. A blue-black writing ink may be made as follows:

Aleppo nutgalls, coarsely ground.....	1 pound.
Sulphate of iron.....	5 ounces.
Gum arabic.....	4 ounces.
Boric acid.....	½ ounce.
Extract of indigo.....	1 ounce.
Picric acid.....	1 drachm.
Water, sufficient to make.....	1 gallon.

Macerate the nutgalls in one gallon of water for twelve hours, then boil in a kettle for one hour and pour off the decoction; add half a gallon of fresh water to the galls, and boil again for half an hour and pour off the liquid; press the residue and mix the product with the previous decoction. This will make about 1 gallon of the liquid. To this, while still warm, add the remaining ingredients and dissolve; add water if necessary to make 1 gallon, and after standing twelve hours, or more, strain through coarse muslin.

2. A printing ink made as follows is said to yield a clear impression when properly prepared:

Venice turpentine.....	2¼ ounces.
Soap in thick paste.....	2½ ounces.
Olein, rectified.....	1 ounce.
Carbon black.....	1¼ ounces.
Paris blue.....	¼ ounce.
Oxalic acid.....	⅛ ounce.
Water.....	¼ ounce.

The last three ingredients are mixed into a paste. The turpentine and olein are mixed at a gentle heat, the soap and carbon then introduced, and after cooling the blue paste is added, and the whole ground beneath a muller till very fine and smooth.

3. An efficient liquid metal polish may be obtained by using this formula:

Levigated ferric oxide.....	4 ounces.
Oil of merbane.....	12 minims.
Putz oil.....	16 fluidounces.

Mix thoroughly by agitation. Two ounces of Kieselguhr may be used in place of the ferric oxide, and crystal white petroleum oil may be substituted for the putz oil.

A formula for a metal polish in paste form was printed on page 126 of the March BULLETIN, and a formula for a silver polishing liquid appears elsewhere in this department this month. One or both may be suited to your requirements.

4. Shoe polish, either black or tan, may be made according to a formula which was printed on page 169 of the April BULLETIN.

Among the books of the nature you desire may be mentioned the Era Formulary, published by D. O. Haynes & Co., New York City; The Pharmaceutical Formulary, published by the Pharmaceutical Journal Office, 17 Bloombury Square, London; Henley's Twentieth Century Book of Recipes, Formulas, and Processes, published by the Norman W. Henley Co., 132

Nassau Street, New York City; The Scientific American Cyclopedia of Formulas, published by Munn & Co., New York City; and The New Standard Formulary, published by G. P. Engelhard & Co., Chicago.

A Miscellaneous Collection.

H. B. submits a number of queries which seem to be problems taken from a State Board examination or from a text-book rather than actual difficulties encountered in the store. As it is the object of this department to furnish information only upon matters which bother a druggist in the conduct of his business we do not feel justified in using the considerable space required to answer in full the questions put to us by H. B., particularly since we are devoting two or more pages each month to the department of "Board Questions Answered."

In order, however, that H. B. may not be disappointed we will answer briefly some of the questions asked:

1. The "shiny-like crystals" noticed in syrup of codeine may be due to the use of a supersaturated syrup, which would cause a separation of sugar crystals when the liquid was subjected to a low temperature.

2. Substitutes for the official arsenic antidote are not to be recommended. The official product is cheap, easy to prepare, and the solutions should be kept on hand in all stores. If, however, it happens that the official mixtures are not available dialyzed iron, or milk of magnesia with a solution of iron sulphate, iron nitrate, or iron acetate may be used. Ammonia water, because of its irritating and caustic properties, should never be substituted for the magnesium oxide. Tincture of ferric chloride is not suitable to use, owing to the considerable amount of alcohol present.

3. To make a smooth ointment from 3 grains of yellow oxide of mercury and ½ ounce of white petrolatum, reduce the oxide to a fine powder and triturate it with a little almond oil until the mixture is perfectly smooth. Then add the petrolatum and incorporate thoroughly. Contact with metallic utensils should be avoided.

4. Your method for preparing a percentage solution may be used to prepare 240 grammes of solution if you will substitute grammes for cubic centimeters in your formula. If, however, you wish to prepare exactly 240 Cc. of solution you will have to work out the problem according to the formula supplied by Professor Frank X. Moerk and printed on page 158 of the April BULLETIN.

A Harrison Law Nut to Crack.

F. H. writes: "Here is a Harrison law nut to crack, and when you have cracked it, publish the kernel in the BULLETIN OF PHARMACY, that others besides myself can receive a little benefit. Many towns have no veterinarian. Many teamsters and farmers are better 'hoss doctors' than the nearest veterinarian, for that matter; and said veterinarian may live from five to twenty miles away. Favorite colic remedies contain laudanum. Now in case a horse gets colic is the druggist to let him die, or put up the remedy and save the horse? Our nearest veterinary surgeon is 60 miles away."

The law distinctly says that the colic remedy cannot

be "put up." But is it necessary for the horse to die? There are other sedatives, which might work just as well—cannabis indica, for instance. It would seem that a way might be devised to save the horse and at the same time obey the law.

Perhaps there is not a statute on our books which does not work hardship in isolated cases. Human activity is both manifold and diverse, therefore it could scarcely be expected that restraining measures might be passed which would not run counter to it in unusual cases. But it is the common good that must be considered, not the exceptions. So we shouldn't condemn the Harrison law, even though in specific instances similar to the one cited by our correspondent it would seem to impose a handicap.

"Dry" Cleaners.

E. J. B. writes: "I am desirous of obtaining a formula for a dry cleaner, in liquid or paste form, that may be sold profitably at 25 cents a package. Will you help me out?"

The term "dry cleaning" is something of a misnomer. Volatile solvents are used, such as gasoline, which evaporate quickly, leaving the garments dry. The process itself is essentially a wet one.

Among the liquid preparations sold as dry cleaners are the following:

- (1) Denatured alcohol5 fluidrachms.
Chloroform5 fluidrachms.
Oil of sassafras3 fluidrachms.
Gasoline, to make.....32 fluidounces.
- (2) Ether1 fluidrachm.
Chloroform1 fluidrachm.
Ammonia water1 fluidrachm.
Oil of wintergreen (synthetic).....1 fluidrachm.
Denatured alcohol.....1 fluidounce.
Gasoline, to make.....32 fluidounces.

Here is a cheap but efficient paste for cleaning clothes:

Sulphuric ether½ fluidounce.
Denatured alcohol.....3 fluidounces.
Ammonia water (28 per cent).....1½ fluidounces.

Mix and add to the following:

1 gallon of water in which has been dissolved
3 cakes of ivory soap.

A cleaning fluid which it is claimed will not burn or explode may be made by mixing 4 fluidounces of gasoline with 12 fluidounces of carbon tetrachloride. Artificial oil of wintergreen, 1 drop to the fluidounce, may be added if it is desired to impart a pleasing odor to the preparation.

Foot Cream.

H. V. B. asks: "Will you please print two or three formulas for foot creams made with a non-greasy base, and state whether they should be dispensed in jars or tubes?"

Here are three formulas:

- (1) Phenol30 grains.
Burnt alum.....2 drachms.
Talc2 drachms.
Orris root.....1 avoirdupois ounce.
Corn starch.....10 avoirdupois ounces.
Violet extract.....2 fluidrachms.
Glycerin, to make a paste.
- (2) Salicylic acid.....2 drachms.
Corn starch.....13 avoirdupois ounces.
Mucilage of tragacanth, to make a paste.

- (3) Tragacanth75 grains.
Borax15 grains.
Benzoic acid.....15 grains.
Water2 fluidounces.
Glycerin2 fluidounces.
Tincture of orris.....75 minims.

Dissolve the borax and the benzoic acid in the water, add the mixture to the tragacanth previously put into a wide-mouthed bottle, and set aside for several days. Then add the glycerin to the tragacanth mixture, shake frequently during three days, and squeeze through flannel. Lastly incorporate the tincture of orris.

These preparations, in common with most non-greasy creams, should be dispensed preferably in collapsible tubes.

Silver Brightener.

Y. L. K. writes: "I would like to know the formula of an instantaneous silver polish—a solution that will immediately brighten silverware when the articles are immersed in the liquid. I am under the impression that jewelers use a solution of cyanide of potash for such work. Am I right?"

Yes, potassium cyanide solutions are used to a considerable extent by jewelers. A typical formula, taken from the literature, is as follows:

Potassium cyanide.....8 ounces.
Denatured alcohol1 fluidounce.
Ammonia water1 fluidounce.
Blue vitriol½ ounce.
Glauber's salt.....1 ounce.
Soft water.....2 gallons.

Immerse the silverware in the bath for a few minutes, rinse with clear water, and polish with chamois skin or flannel.

Owing to the extremely poisonous nature of potassium cyanide solutions, care should be taken to prevent them from coming in contact with the skin for fear of absorption through scarcely noticeable abrasions.

According to the *Scientific American* Cyclopedia of Formulas, a fresh concentrated solution of hyposulphite of soda will dissolve at once the coat of sulphide of silver, which is the cause of the blackening produced by mustard, eggs, and other sulphur-containing substances.

Preserving the Green Color in Plants.

F. F. L. asks: "Will you publish a method for preserving the natural green color in ferns and other plants? Melted paraffin is sometimes employed for this purpose, but its use imparts an undesirable waxy appearance. Please suggest a better way."

There have been numerous coating solutions suggested for this purpose, none of which, however, always prove satisfactory in operation. Indeed, it sometimes happens that plants carefully pressed and dried retain their original colors better than plants which have been treated with preservatives.

Here is a method that is claimed to have given good results in many cases: Dissolve one part of salicylic acid in 600 parts of alcohol. Heat the solution up to boiling point in an evaporating vessel and draw the plants slowly through it. Shake the plants to get rid of any superfluous moisture, and then dry between sheets of blotting-paper under pressure in the ordinary manner. Too prolonged immersion discolours some flowers, and in all cases the blotting-paper must be renewed frequently.

Another method that has also been used successfully is to varnish the leaves or plants, after pressing, with damar varnish or Canada balsam.

Liquid Court Plaster.

The E. S. Co. writes: "Please tell us how to make liquid court plaster."

Celluloid varnish, made by dissolving celluloid in purified acetone to nearly the saturation point, makes a satisfactory article for this purpose. The camphor in the celluloid is antiseptic and healing, increasing its efficiency. It does not contract very much on drying, and is thoroughly water-proof.

The following formula is also used to a considerable extent:

Pyroxylin	1 ounce.
Amyl acetate	5 fluidounces.
Acetone	15 fluidounces.
Camphor	2 drachms.
Fir balsam	2 fluidrachms.
Castor oil	2 fluidrachms.
Oil of cloves	15 minims.

Dissolve the pyroxylin in the amyl acetate and the acetone, and add the other ingredients. Keep the mixture away from fire. It is essential that a good grade of pyroxylin be used.

The flexible collodion of the U. S. P. VIII is quite frequently sold under the name of liquid court plaster.

Testing Gold and Silver Coins.

F. W. C. writes: "Please give a test for determining the genuineness of United States gold and silver coins."

Probably the easiest, quickest, and best way is to use the method devised by Archimedes—that of determining the specific gravity of the coin or coins in question.

Take the specific gravity of a known-to-be-genuine United States coin and compare it with the specific gravity of a coin the genuineness of which is doubted. If the two gravities are identical the suspected coin is all right and not a counterfeit. Directions for determining specific gravity can be found in any text-book of chemistry or physics.

Decolorizing Carbolic Acid.

The W. Pharmacy writes: "Will you suggest a method for decolorizing carbolic acid which has turned a dark red after standing in a tin container?"

A good method is to add alcohol to the phenol and then cool the mixture to a low temperature. The phenol will crystallize out in a colorless condition, and the colored alcohol may then be rejected.

Another method is to shake each liter of the liquefied phenol with about 3 grammes of white woolen threads. Zinc dust has been recommended for the same purpose.

Briefer Replies.

The R. Pharmacy: We are not familiar with the formula of the proprietary liquid you mention. We may say, however, that the formula for antiseptic solution, which is printed on page 258 of the U. S. P. VIII, produces a preparation of somewhat similar properties.

PRACTICAL PHARMACY

Worth Knowing.—

Solutions of silver salts should not be filtered through paper or cellulose, according to the *Chemist and Druggist*. "Dissolve and decant" should be the rule.

Spirit of nitrous ether should be kept in a bottle inverted. Loss of strength is thus greatly minimized by trapping the ethyl nitrite.

Mixtures with wholly soluble ingredients will look more elegant if strained through absorbent cotton to remove minute foreign bodies.

When dispensing apomorphine hydrochloride in solution, all trace of alkali should be removed from the bottle. The faintest trace of alkali turns the solution "green."

Silver proteinate dissolves readily if placed in a measure and a few drops of glycerin added. Mix with a stirring-rod to a paste, then stir up with the requisite amount of water.

Restoring Old Tincture of Iodine.—

The *Interstate Medical Journal* cites Roques that, on standing, tincture of iodine gradually becomes contaminated through the formation of hydriodic acid, which interferes with its usefulness. Roques has worked out an ingenious method by means of which the original purity of the tincture may be restored. The procedure is based upon two phenomena: the power of iodic and hydriodic acid mutually to destroy each other with the formation of iodine and water, and the complete insolubility of iodic acid in 95-per-cent alcohol. To the contaminated tincture a small amount of finely powdered iodic acid is added, and the whole vigorously shaken for five minutes. The excess of iodic acid is then allowed to settle to the bottom; the supernatant liquid is acid-free tincture of iodine.

BOOKS

"MODERN STARTING, LIGHTING, AND IGNITION SYSTEMS."

This book by Victor W. Pagé, M.E., has been written with special reference to the requirements of the non-technical reader desiring easily understood explanatory matter relating to various types of automobile ignition, starting, and lighting systems. An introductory chapter is devoted to the consideration of elementary electrical principles enabling a person without previous electrical knowledge to follow the discussions of the workings of the various systems.

All the leading systems of starting, lighting, and ignition are described and illustrated in the book, and wiring diagrams are shown in both technical and non-technical forms.

The price of the book is \$1.50. Copies may be obtained from the Norman W. Henley Publishing Company, 132 Nassau Street, New York City.

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THE MONTH'S HISTORY

THE DYE SITUATION.

A great deal has appeared in the daily press lately concerning the shortage of dyestuffs in the United States. Very often the statement has been made that a big shipment, sometimes claimed to have a value of ten or fifteen million dollars, was about to be released by Germany, and that England had granted permission for the unobstructed shipping of this large consignment.

The truth seems to be that the British government granted licenses several months ago to permit \$5,000,000 worth of dyestuffs to come to this country, but that Germany has demanded all along that the goods should be exchanged for cotton—a concession that England refuses to make.

Another obstruction is that it would in all probability be found difficult to get ships in

which the dyestuffs cargo might be brought to this country. Shipping facilities are not what might be termed good.

Added to all the rest is the possibility that Germany may not have the required amount of finished goods on hand.

* * *

THE INDUSTRY GROWING IN AMERICA.

While negotiations of this character have been going on, however, an American dyestuffs industry of no small proportions has been in the process of development. Since the war broke out more than \$100,000,000 has been invested in this country in dyestuffs and chemical industries, not including explosives, and before the war is over we shall have gone a long way toward being independent in this particular. It is confidently predicted that in another year or two the manufacture of this class of goods in the United States will have been put on a permanent foundation.

Indeed, it would appear that no measure of relief other than that which may be afforded by domestic manufacture may be looked for as long as the war lasts. While it is possible, of course, that diplomacy may unsnarl the tangle and that a big shipment may find its way across the Atlantic, those who are in the best position to tap inside sources of information do not expect such a development.

* * *

ADVANTAGES OF THE METRIC SYSTEM.

A bill has been introduced in Congress the purpose of which is to bring about a discontinuance of the use of the Fahrenheit scale in thermometers. The *Lancet-Clinic*, a medical journal, favors the change, and quotes this from a contemporary:

Land is first mapped out in degrees and minutes, then surveyed by the square mile; roads are run through by the rod, distances are measured by chains and links. The land is farmed by the acre. It becomes valuable for building purposes and is sold by the foot.

A building is erected by feet and inches, some of the metal work being in feet and tenths. Feet of lum-

ber, neither linear nor cubic, come into the estimate. The house is ready for occupancy and is supplied with carpets and curtains by yards of varying width.

Contrast this with the metric system, where from the original map down to the minutest particular of house furnishing we are dealing with even multiples of the same unit!

The *Lancet-Clinic* sees something childlike in our adherence to "systems which were born when a grain of wheat from the middle of the ear was the standard."

* * *

DEATH ADJOURNS COURT.

In its crusade against "patent" medicines, the American Medical Association has been particularly severe in the treatment of Wine of Cardui, manufactured by the Chattanooga Medicine Company. Not only was the preparation attacked, but the owners of the company, John A. and Z. C. Patten, brothers, felt so aggrieved that they brought heavy damage suits against the association and against the editor of the *Journal of the A. M. A.*, George H. Simmons. One of these suits was for alleged personal libel, John A. Patten, plaintiff, and \$200,000 being involved. This case had been on trial five weeks when Mr. Patten suffered what was taken to be a slight indisposition. An operation was advised for some abdominal difficulty, and from the shock of this he failed to rally. His death came as a decided surprise, and, of course, terminated the personal libel case. The other case pending, that of the company against the association, will doubtless be pushed aggressively. Mr. Patten was connected with a number of large business interests and was prominent in church circles.

* * *

MORE HARRISON LAW REGULATIONS.

The annual tax of \$1, imposed on all dealers in Harrison law narcotics, must be paid again by July 1, for the coming year. This fact should not be overlooked.

There is a new ruling in connection with the payment of this tax which should not be overlooked, either—known as Treasury Decision No. 2327. When a dealer makes application for reregistration, he must also file with the collector a sworn-to inventory of such unexempted narcotics as he may have on hand at the time the application is made. However, if he has on hand an inventory taken the first of the year, or at some other time during the

year, this may be sworn to and used instead of an inventory taken at the time application is made. No special form need be followed, but kind and quantity of the narcotics involved must be definitely stated. A copy must be kept on file, also.

Collectors will refuse registration to those who do not comply with the provisions of this ruling, it is announced.

* * *

"JOEL BLANC" AND THE N. A. R. D.

Matters pharmaceutical are enlivened somewhat nowadays by periodical letters sent out by J. Leyden White, until recently the Washington correspondent of the N. A. R. D. Mr. White uses ink with ginger in it, and his communications are always interesting—and therefore welcome—even though they may not be vested with authority.

Differences exist, it seems, between Mr. White and the officers of the N. A. R. D.—differences quite acute. So acute, in fact, that Mr. White proposes to divulge a number of inside facts and figures; to depict a few internal conditions. All of which will make more interesting reading!

What the N. A. R. D. needs is a new constitution, Mr. White avers; he says, furthermore, that one of his "offenses" was daring to side with the Iowa contingent, which somewhat mildly demanded a few reforms at the last convention of the national body, held in Minneapolis.

Mr. White has been succeeded at Washington by Eugene C. Brockmeyer.

* * *

A RULING REVISED.

It will be recalled that last fall a ruling was promulgated by the Commissioner of Internal Revenue to the effect that the narcotic content of a preparation should be stated in terms of grains, when a Harrison law item was ordered from a jobber or a manufacturer. This ruling was to become operative May 1, but was revoked late in April.

In ordering such goods now, the quantity of the preparation or product must be stated in ounces, if the preparation is a liquid, or the "units or total thereof" must be stated, if the narcotic is contained in a pill, tablet, ampoule, or suppository. The particular narcotic involved must be made known, also. Examples: "32 ounces F. E. Opium Camphorated, in

pints;" "500 Pills Dover's Powder (powdered opium)."

It is understood that this arrangement is something of an experiment. If it works out well, it will be continued permanently.

* * *

**BULLETIN
ILLUSTRATIONS
COME HIGH!**

There are said to be all sorts of trusts, and now, it is charged, the photoengravers have rigged up one!

So, if your BULLETIN comes to you some time in the near future minus illustrations of any kind, you may conclude that we have joined an antiengravers' association and refused to pay trust rates!

The engravers' movement started in Chicago, we are told, where an advance in prices running all the way up to 200 per cent was put into effect, and plans were laid to organize 34 other cities on the same basis. Detroit was "organized" three or four months ago.

But trouble was encountered when New York was struck. The matter was brought to the attention of the district attorney, and unless the organization back of the movement, no matter how loosely constructed it may be, either disbands or mends its ways, it is announced that action will be brought under the anti-trust laws.

In the meantime, however, don't worry about the pictures in the BULLETIN. We'll try to keep right on supplying them, somehow!

But now that we have to pay double prices for printing paper, due to the war, why couldn't the engravers let us alone for a while?

* * *

**THE
ENRICHT GASOLINE
SUBSTITUTE.**

There has been a great deal in the public press lately about the process invented by Dr. Louis Enricht, of New York, for the seemingly miraculous turning of water into a substitute for gasoline. It has been stated that the Maxim Munitions Corporation paid the

inventor a million dollars, buying the process outright.

It now develops, however, that the Maxim company has merely closed a contract for the exclusive manufacturing rights. Nevertheless this is extremely significant. The big munitions company evidently sees much merit in the proposition; special laboratories are to be built and every facility afforded to develop the invention to its fullest commercial possibilities. Thus a relief from the present high price of gasoline may be in sight.

The process hinges, it is stated, on the liberation of hydrogen. The invention is said to be revolutionary in character.

* * *

The Abbott Alkaloidal Company, Chicago, has issued a statement positively denying the newspaper reports pertaining to the explosion which occurred in the company's laboratories in April. Particular exception is taken to the statement that the company has been engaged in the manufacture of ammunition or explosives.

* * *

The result of the referendum vote taken by the Chamber of Commerce of the United States on the issue of price maintenance has been announced. By a vote of 693 to 237 the Chamber is committed to the principle of price protection.

* * *

The New York legislature adjourned without passing the Hamilton-Fertig bill, a measure designed for the purpose of subjecting manufacturers of proprietary preparations to the control of the State department of health.

* * *

The Era Directory, recently published, places the number of drug stores in the United States at 46,561.

FOR THE JULY BULLETIN.

The Bulletin next month will contain something of special interest on the soda fountain. A member of the Bulletin staff is now in the East and will seize upon the occasion to interview some of the largest and most successful soda men. The material he is collecting will be made the subject of one or more articles beginning with the July issue.

EDITORIAL

A COMMON FALLACY.

In the business literature of the day one sees a good deal of advice on the subject of turning over one's stock as many times a year as possible. Some of this advice is wise. Some of it is very misleading.

In a book published within a year or two, entitled "Keeping Up with Rising Costs," the conclusion is finally arrived at in the last chapter that the answer to constantly increasing expenses is found in more turnovers. In other words, if a merchant will only turn his capital frequently enough, he will convert losses into profits. This is the one solution given by the author to the great problem of rising costs and decreasing yields.

But stock turnovers comprise no such panacea as this would indicate. Let us examine into the facts with some care.

You understand that such writers, when they talk about increasing the number of stock turnovers annually, do not mean by this an increase in annual sales. That is an entirely different question. If you keep your stock moving by selling more and more goods, you are going to boost your business and make more money—there isn't any doubt about that. But then we are primarily discussing increased sales and not increased turnovers.

What is usually meant by turning over your capital more frequently is merely this, that you reduce your investment by carrying a smaller stock in order that, with sales at a certain point, you may do business on less money. Everything that is said in this editorial must be read with this distinction clearly in mind.

Take, for instance, the figures representing the average drug business that have been printed in this journal on many occasions during the last few years. The sales are \$10,000 a year; the cost of goods sold is \$6500; the expenses are \$2500; and the net profits are \$1000. The percentage of expense is 25 based on the selling volume. The percentage of gross profit is 35, and the percentage of net profit is therefore 10.

This represents with considerable accuracy the average drug store, both as to volume of business and profit yield.

Now what reference has stock turnovers to

a business of this type? It has often been claimed that a druggist ought to realize at least three turnovers a year. Inasmuch as the cost of goods sold annually is \$6500, he will thus have to reduce his investment to a point as low as \$2200. This is doubtless pretty small for a business of this size, but assuming that such a point can be reached, we then find that a net profit of \$1000 for the year has been made on a stock investment of \$2200. Without mentioning the investment in fixtures, and considering the stock alone, the druggist has, therefore, made his capital yield him 45 per cent. But if, now, he is a poor merchant according to the views of these profit mathematicians, and is only able to turn over his stock $1\frac{1}{2}$ times a year instead of 3, his investment will become \$4400 in place of \$2200, and he will then only be making $22\frac{1}{2}$ per cent on his capital instead of 45.

This looks ominous, and it is very easy for a clever writer and a good arithmetician to convince such a druggist that he has failed lamentably to make the most of his opportunities. He has carried too much stock, he has paid too little attention to turning over his capital, and he has made only half as much yield on his investment as he should.

But what is the essential truth behind this somewhat sophistical argument?

This imaginary druggist that we are talking about has committed the crime of tying up \$4400 in stock instead of \$2200. His investment is therefore \$2200 too much. What has he suffered as a result? Simply this—he has lost the interest return on the extra \$2200. That's all. Estimated at 5 per cent, this is a mere matter of \$110 for the year.

For, if the druggist had kept his stock down to \$2200, and had invested the remaining \$2200 outside his store, as would otherwise have been the case, the money would have earned him 5 or 6 per cent—probably not more. He might, therefore, have added something like \$110 or \$120 to his net income for the year, but this isn't any such sum as we are often led to believe can be realized from turning one's stock over twice as rapidly. Not here do we find an infallible remedy for all the ills of store-keeping.

On a purely percentage basis, it is easy to show that such a merchant has only made his investment in stock yield half what it should, and that instead of realizing a net profit of 45

per cent he has only managed to complete the year with 22½. But figured in real dollars, the difference in actual cash at the end of the year is after all very slight, and this difference might easily be more than made up in other ways.

When a dealer, anxious to keep his stock turning as rapidly as possible, cuts it down too low, he loses the attractiveness which a larger assortment has for many customers.* Sales are often lost because a druggist hasn't got what people ask for, and when a man reduces his stock too much, he is crippling himself in a hundred different ways. Frequent buying in small lots, moreover, usually means the loss of best prices and discounts, and it involves more bookkeeping, larger freight and express bills, and more trouble and expense generally.

So that, when the whole thing is summed up for the average druggist, the question is just about as broad as it is long. By all means turn over your capital as often as you can. This is good business. It is good finance. But don't think that it has any magic power to increase your profits materially, and to turn your business from a failure into a success.

WHAT IS A CLERK WORTH?

Investigators who have studied the problem of retail merchandising up and down the line have discovered that clerk hire represents from 8 to 10 per cent of the annual volume of sales. This is the one largest item in the expense account, and next to it in point of size is of course the proprietor's own salary.

Managers of department stores have figured the thing out very scientifically, and some of them have arrived at the conclusion that a salesman should be paid a salary roughly based on his sales. In other words, no clerk should receive more than 8 per cent, say, of the volume of business that he turns in. It has frequently been found, however, that the highest priced salesman is really the most economical, and that the dud who gets \$5 a week is often an expensive luxury. In one case, for instance, a girl drawing 10 per cent of her sales was receiving \$5 a week, while another drawing 3 per cent was getting \$15 a week. The opportunities for making sales were about equal in both cases. The fifteen-dollar woman, however, was so successful that customers would wait for her when she was busy with other patrons rather than have another clerk

attend to their wants. Here we see the vast difference between clerks, and why it is that one should be paid three times as much as another. As a matter of fact, the sales girl receiving \$15 a week was underpaid, while the apology for a clerk who was getting \$5 a week was being grossly overpaid.

If the druggist ever happens to work this thing out scientifically, he can determine pretty accurately that he is safe in paying a clerk up to 8, possibly, or even 10 per cent of his volume of sales. If, on the other hand, a clerk is paid materially beyond that, it may be well to look into his efficiency.

PRETTY CONVINCING LOGIC.

Nowadays many manufacturers in different lines of trade are finding it difficult to keep up with their orders. They have more business than they can attend to. Under the circumstances some of them have discontinued their advertising, and one such manufacturer wrote E. St. Elmo Lewis asking him what he thought of such a step.

Lewis replied as follows:

The oversold manufacturer is reaping two results to-day, either the results of consistent advertising in the past, or the benefits that are coming to all manufacturers in a hungry market. If he is in the first class, he should advertise to-day because he will want business five years from to-day; if he is in the latter class, he should advertise to insure that he will get more than his competitive share when the market is glutted.

That there is no necessity for overadvertising is self-evident, but we take it that your question means exactly what it infers, and that is—shall he cut out all advertising? The manufacturer with a short view of merchandising will cut out his advertising when he gets behind on orders; the manufacturer with the long view will continue advertising on the same principle that a man realizes he is going to be hungry day after tomorrow, no matter how well he has dined to-day. The tramp lives from meal to meal. That is the difference between the long view and the short view of the whole problem.

This is the answer of an expert—of a man who has frequently been called into council by large manufacturers to help them outline their selling and advertising campaigns. He knows what the game is. He knows why to play it and how to play it.

Lewis's advice applies to the manufacturers this year who are cutting out their advertising. It applies, though perhaps in less measure, to the retailer who is tempted to do the same thing.

Don't!

RIGHT NOW!

Last month an editorial appeared in the BULLETIN which has attracted a great deal of attention and which has brought expressions from all parts of the country.

We suggested that *right now* is the time to make an effort to win more business for the prescription department.

Very recently a letter came to us, from which we quote: "It is my opinion that we have a splendid opportunity to increase our business by urging physicians to prescribe instead of dispense. The present high prices that generally obtain have got the doctors guessing; they do not want to give up some of the drugs and preparations they have been in the habit of using, and they hardly can afford to dispense them at present prices. The laity has become reconciled to high costs as far as drug stores are concerned, and I believe that now is the time to strike, and by persistent and concerted action all along the line I am sure the doctors will see the logic of the situation and write prescriptions as they never wrote them before."

Surely if physicians can ever be brought "to see the logic of the situation," now is the accepted time. Such an opportunity never existed before, and in all probability never will exist again.

We repeat, therefore, the admonition voiced last month: go to your dispensing physician and ask for the business. There can be no harm done, at the worst.

Point out the facts that prices are constantly advancing, and that in all likelihood they will continue to advance for some time to come.

If you cannot persuade the physician to abandon the practice at once, suggest that he do so gradually as his stock becomes depleted.

Do not overlook this unusual opportunity!

Another fatal poisoning case out in California is due to the administration of barium carbonate instead of barium sulphate in x-ray work. Druggists should be extremely careful. In this case, however, the victim was a dentist who volunteered to become a subject in an experimental test, and no blame attaches to the store at which the drug was bought. Barium sulphate is harmless; barium carbonate a deadly poison.

ABOUT PEOPLE

PARKE, DAVIS & CO.'S NEW AUDITOR.

It is gratifying to see men rise in the world and come into their own. The resignation of H. D. Allee as auditor for the corporation of Parke, Davis & Co., of this city, afforded the Board of Directors an opportunity to promote Norman McLeod, who had been traveling auditor of the organization for ten years, and who in that capacity had visited branches of the house all over the United States. He had even been to the London Branch on two or three occasions.

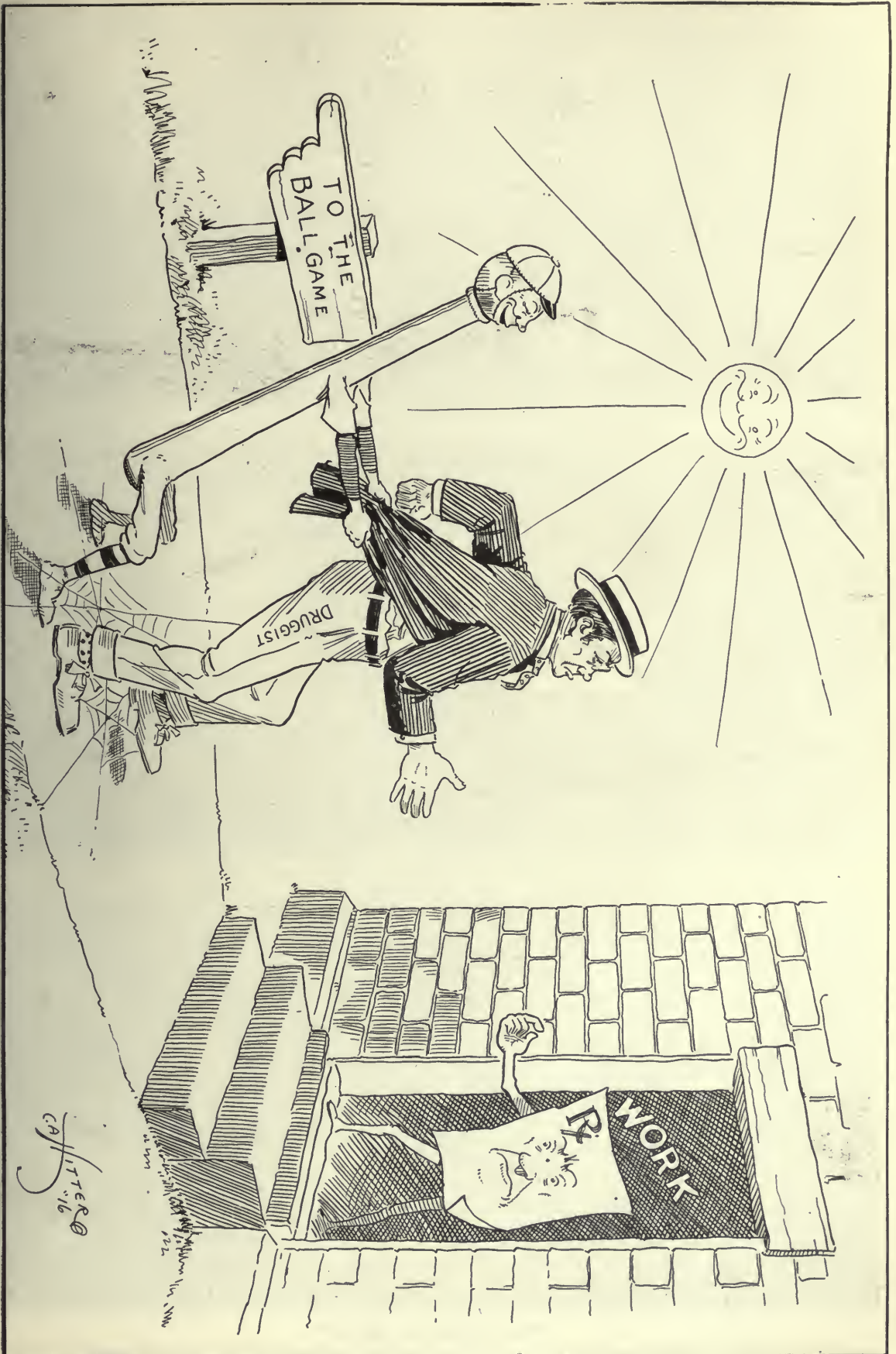
Born in 1875, in London, Ont., Mr. McLeod got his first training in the Canadian Bank of Commerce. He was sent to several



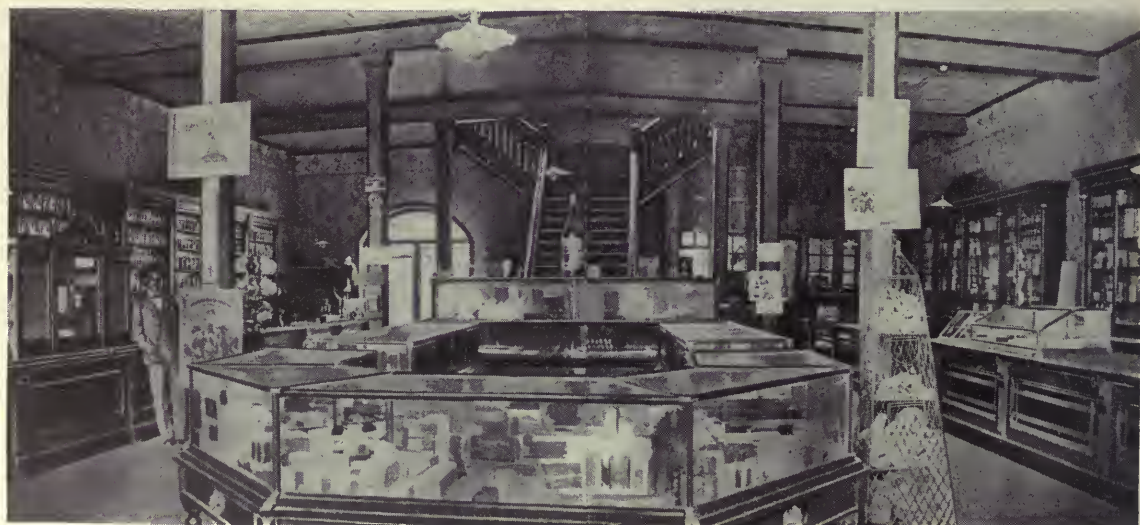
NORMAN MCLEOD.

of the branches of the bank throughout the Dominion, and made such a reputation that he was captured by the Detroit Stove Works and made general accountant of that corporation. Later on he was promoted and made assistant secretary and assistant treasurer. Ten years ago this month he entered the service of Parke, Davis & Co., taking the place of traveling auditor, and has now been promoted to the auditorship.

Mr. McLeod is a man of both ability and popularity. His promotion to this important position has been greeted with pleasure by all of his numerous friends.



"Slide, Kelly, slide!"



Three Mexican Stores.

Everything in Mexico is of special significance just now. We present interiors of three very interesting drug stores, the first and second located in Durango; the third in Saltillo, State of Coahuila.



Look Real, Don't They?

Members of the St. Louis Naturalists' Club on an outing at the coal mines at Collinsville, Illinois. Dr. Whelpley on the left will be readily recognized. The third "miner" (left to right) is Dr. Leo Suppan, editor of the *National Druggist*; the fourth is Dr. Fred C. Simon, an ex-druggist now practicing medicine; and the sixth is J. W. Mackelden, of the editorial staff of *Meyer Brothers Druggist*.



The Coleman Laboratories.

The John Coleman Company, Wheeling, West Virginia, maintain chemical, clinical, and bacteriological laboratories on the upper floors of their Chapline Street pharmacy building. Special attention is given to analyses, and examinations and tests of a highly scientific character are made for physicians. George J. Coleman is director. Our picture shows a section of the bacteriological laboratory.



WE GUARD YOUR HEALTH

*With our well equipped
prescription department.
Parke, Davis & Co's & Lilly's
Pharmaceuticals used
exclusively.*



GET
WISE
*To The Fact
That Our
CIGARS are
Kept Just Right*



A good
Complexion
can be improved
by using our
ROSE LOTION

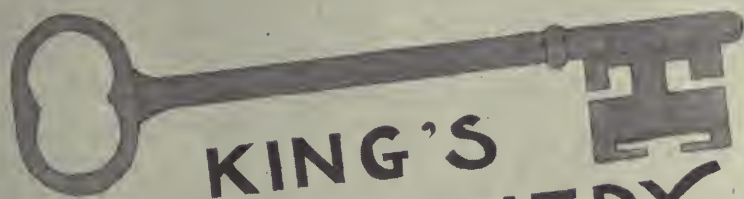
25¢

These Win the Second Prize.

These cards are very effective—much more so than our photographic reproduction might indicate. The figures in each case were pasted on, one, at least, coming from a cover of the *Saturday Evening Post*. The cards are the work of Edwin P. Creutz, Wausa, Nebraska, who takes second place in our recent contest, winning the \$10 prize.



Any article in
this window
19¢



**KING'S
CORN REMEDY**
The Key to Comfort.
15¢



Keep a bottle of
MEKKO
in easy reach.
It is the best remedy
for a cough.

These Cards We Awarded Third Place.

D. R. Spiers, Middleton, New York, was awarded third place by our judges. These cards were done in colors, with the exception of the upper one, but the predominating shades were not always what might be termed "happy selections." The lettering is unusually good. We shall reproduce other cards in succeeding issues of the BULLETIN.



MIRRORS



CIGARS

HOW THESE SHOW-CARDS WERE MADE*

By PERRY N. BLACK, PH.G.,
Cambridge Springs, Pennsylvania

We make it a rule in our store never to put articles in the windows or on the show-cases without suitable cards to accompany the display. The pulling power and selling ability of these cards cannot be overestimated, and since they are made during spare time—between customers, as it were—their cost is practically reduced to the cost of the cardboard and colors.

Some druggists may say that they could never make show-cards because they have no talent for lettering, or because they are deficient in penmanship. Such is not the case.

Natural aptitude is an asset in any profession or business, but in this particular instance the truth of the old saw “practice makes perfect” cannot be disputed.

But few tools are absolutely essential to the beginner. One each of Nos. 6, 10, 12 red sable riggers, some cardboard, some lettering inks, a yardstick or T square, together with lots of perseverance—these make a complete outfit for ordinary work.

*Mr. Black won the first prize of \$15 in our recent Show-card Contest. The winning cards were reproduced in the May number of the BULLETIN.

The cards pictured at the head of this brief article were used, with several others, to adorn the tops of the wall cases and offer suggestions to Christmas shoppers. They were made on eight-ply white cardboard with black letters, shaded in gray. The decorations are in natural colors—red and green.

In making these cards the first step was the lay-out, in pencil. Allowing for a generous margin all around the card, guide lines for the top and the bottom of the words were drawn, and the letters roughly sketched with faint one-stroke lines to get the spacing, and to see how long the words were when printed. Then the letters were filled in with a brush, those in the word “Mirrors” being done in the one-stroke style, while those in the word “Cigars” were first outlined with the brush and then filled in.

The gray shading, placed at the left and bottom of the letters, was made by mixing white and black in suitable proportion to get the proper tone.

In each case the decoration was done in natural colors, and was simple in design. Effect was desired rather than detail.

We have more good show-cards for reproduction in early issues of the Bulletin.

INCREASING OUR CANDY SALES

By **RALPH BROADBENT**,
With Smith & Smith & McSween, Ionia, Michigan

In contemplating the matter of increasing our sales, I got to thinking about candy. Here was a line with a possible turnover of the Lord knows what. I decided to concentrate our efforts on it for a time and see what might be the result.

We handle two reliable brands of package goods which each manufacturer stands behind. There can be no waste or dead stock.

Now it occurred to me that a good way to get the people to buy candy was through the moving picture theater. Most everybody goes to the movies. So I had some coupons printed which read like this on one side:

<p>FREE JOHNSTON'S 3-lb. BOX OF Freshest, Purest, and Most Tempting Candy If you are the lucky one. FRESH EVERY WEEK SMITH & SMITH & MCSWEEN</p>
--

On the other side was printed:

<p>No. 1 FREE (Sign your name here.) Bring to SMITH & SMITH & MCSWEEN before Saturday night and if you have the Lucky Number you will get a 3-lb. Box of Johnston's Candy ABSOLUTELY FREE The Standard of Quality Always (over)</p>	<p>No. 1 The Appreciated Chocolates (over)</p>
--	--

I arranged with the theater manager to run two slides, one reminding the people of their ticket which they got when they entered the theater, and the other being a plain candy advertisement.

There was a time, perhaps, when this form of advertising might not have proved effective.

But it seems to me that those who patronize a theater of this class can't get away from it. They'll read what is flashed on the screen, at any rate, for there is nothing else for them to do.

Now for results. It makes no difference how neat, clean, and modern a store you have or what kind of a salesman you are, people must be first attracted to your store. They must be brought into your place of business before you can sell them anything. Once they are there, your opportunity is at hand.

I realized this fully, and when people brought in their tickets we got after them promptly and courteously. We made an extra effort to impress the quality of our service upon them. We tried to be a little more prompt and a little more courteous than we had ever been before, and tried to excel in these particulars the service that customers might get in any other place in town.

The movie slides were run Wednesdays, Thursdays, and Fridays, thus allowing the people until Saturday night to bring in their tickets; and we advertised thoroughly that on Saturday at 8 P.M. the lucky number would be made known. We asked that every ticket holder be present.

Of course we fixed up our store to the best advantage. We had neat, tempting displays of candy which were intended to emphasize and crystallize the advertising campaign. I have never known so much talk and interest to be created by so small a cost. Boys and girls particularly were enthusiastic. On Saturday nights children brought their parents, and the store was crowded, I assure you.

I distributed 1500 coupons, costing two and a half dollars. By actual computation 85 per cent of that number were brought into the store. We met this number of customers personally—counting the coupons told the tale.

Our candy sales were increased 100 per cent. Not so bad, we think.

Blue Sky I Have Bought!

This is another Contest topic, and the three prize-winning papers are presented. For obvious reasons, the narrators of these true experiences do not care to have their identities revealed, and we have therefore adopted the expedient of drawing on over each writer, like a blanket, the State in which he lives. The brief confessions will be found jammed full of human interest, and will doubtless be able to strike a few responsive chords!

A "REDEEMING STATION."*

By A MICHIGAN DRUGGIST.

My first bunch of ozone was acquired a number of years ago through a "piano contest." The notes were duly paid, the account fully squared, and one would have thought that a man who had paid out three hundred and fifty good round dollars for a piano worth half a hundred would have known enough to have kept away from any more such deals.

However, business was slow. Ordinary advertising didn't seem to better it, and my competitors were all running some catch-penny scheme. My brains got to working overtime—automatically, it seemed. I wanted to find a way to beat them with their own weapon.

So it came about I was a very soft material for anybody who would come along and be able to show me how to double my sales without digging too deeply into my meager bank account—and all this in spite of the fact that the old piano deal still clung to my mind like a burr to a dog's tail.

And just at the psychological moment I got a letter from a concern which I shall rename the "Consolidated Retail Merchants' Association;" habitat, Detroit, U. S. A. The correspondence was typed on very flashy stationery, and the word "coöperation" stuck out boldly in big type in their "coat of arms."

This team-work—the coöperation—would be between the manufacturer, the jobber, the retailer, and the consumer, a feature that at once arrested my attention.

A POWERFUL IMPRESSION.

The next catch-phrase was "An opportunity for you *exclusively*." That "exclusive" stuff has never failed to make a powerful impression on me.

The proposition was such that I felt it could not be passed up without further investigation, so I inquired in Detroit about the firm and

found out that it really existed and had an office in a tall building.

After this I wrote them that I was willing to negotiate with their representative, and that if we could agree I might be induced to permit the installation of what they called a "redeeming station" in my store.

It did not take the representative long to appear on the scene. One day a swagger-looking gentleman with a big portmanteau under his arm came in and introduced himself as Mr. Blain, of the C. R. M. A. He at once opened a bombardment of sharp-pointed words, every one of which lodged in my trade-hungry brain. Then he pulled up his heavy artillery.

They were going to advertise my store in every known possible way. My place of business was going to be headquarters during an aggressive campaign. All coupons were to be redeemed over my counter, and every week a prize consisting of \$5.00 worth of merchandise would be given to the holder of the largest number of coupons. They were to mail a check to cover this amount right along, and lo and behold! at the end of 26 weeks a 1916-model five-passenger gas car worth \$750 would be given through me, free of charge, to the lucky top-notcher!

This one feature alone—the gift automobile—would eclipse anything that had ever been pulled off in our city!

SIGNING THE CONTRACT.

The conditions were that I was to draw a check at once for \$125, and on the 15th of October the big boom would begin.

As a business man, I didn't like the idea of paying out money before the goods were delivered, so I objected strongly to this phase of the proposition. But Mr. Blain wouldn't give in, pointing out the folly of letting my competitors get a chance at the offer.

He explained that this money was to apply on the immediate expenses of printing coupons, and was to serve as a bond in case of my burning out or going out of business,

*This paper was awarded the first prize, \$15.

in which event the company would be put to the expense of securing a new "redeeming station."

I suggested that I be permitted to pay half of the sum at once and the balance in 60 days. But no; there was no choice. All or nothing. "Well," I said, "I cannot give my check for more than half, but if you will take my note for the balance, I can manage it."

He accepted this offer and the contract was signed. With the check and the note in his pocket he left, and I thought I had made a fine deal.

And then I fell to dreaming—dreaming of how my store would be held in the spotlight for 26 consecutive weeks, and what an enormous increase there was bound to be in my sales. I saw my competitors fading away to nothing, and started to figure out what I should do with the cash that was going to pour into my till.

It was a lucky thing, I thought, that this big concern had picked *my store*, and I congratulated myself that I had waited for this wave of prosperity and not jumped at something less meritorious.

WATCHFUL WAITING.

Franchise No. 1086 was granted to me, and all I had to do was to wait till the big boom would start. I kept quiet and waited.

Then I waited some more.

The time for the start passed and nothing happened.

Then I got a little restless and was going to inquire when they would be ready; but before I had time to do this the mail brought a registered letter from an attorney in Detroit. This letter contained my note for \$62.50, which I had given to Mr. Blain, together with the information that the great C. R. M. A. was hopelessly bankrupt.

The secretary, I was told, had absconded; and with him had gone most of the assets!

I was advised to make out a proof of claim and to grant power of attorney for the lawyer who wrote me. This I did, hoping to get back at least a part of the remaining \$62.50.

Then I waited again, getting in the end a measly 4 per cent. I got a little satisfaction from reading in the papers that the secretary had been brought back and dealt with according to law, though. I think he got five years in the penitentiary.

And what did I get? I got \$62.50 worth of experience—minus 4 per cent.

I got a hunch, too, that this would be the last time I would pay money to a stranger before he delivered the goods. But I had made that resolution before!

One consolation was that I had kept everything quiet, so that very few outsiders knew anything about my little flier in blue sky.

OIL—AND OTHER THINGS.*

BY AN OKLAHOMA DRUGGIST.

Investments made by people in all walks of life in that nebulous article slangily referred to as "blue sky" always make interesting reading; therefore the experiences of druggists who have been fortunate enough to accumulate sufficient funds to buy a slice or two of blue dome ought to be greedily devoured.

The writer became a purchaser of this fluffy commodity at a very tender age. His first venture was back in Illinois, when a student. He bought, in company with another luckless student, a county right to put weather strips on the domiciles of the agricultural folks in the central part of that splendid commonwealth.

We gave the promoter twenty-five dollars for the privilege of doing the hardest summer's work I ever did in my life. My partner was a fair mechanic, and I did the talking.

I have always had a doubt as to whether our work came up to details and specifications, but my partner collected the money and divided honestly with me.

I never called on any of those farmers afterward, having heard some disquieting rumors, and a few real personal criticisms.

A few years after this I found myself established in a good little Kansas town, during the "boom days." Now at this particular time the promoter of new town sites was probably the busiest individual in the whole world. He would plat a city and sell all the lots in from twenty minutes to three days.

BOULEVARD RESIDENCE SITES.

Well, I invested in a few corner lots and some boulevard residence sites in a place I shall call Wealthy City, because that was not

*The man in Oklahoma was awarded the second prize, \$10.

its name. The railroad was graded into the town, and the head promoter (Smith!) assured all of us that in a few months the place would be the metropolis of a large and productive section; but—well, the railway changed its route and left Wealthy City miles off the right of way.

The last time I looked at this spot, a stolid German farmer was mowing alfalfa where the First National bank was to have been built on my corner, and the boulevard residence sites had been merged into a cow pasture.

I pass over the next few years with only casual recollections of minor purchases. The salesmen with brand-new popular remedies—one gross for \$72.50, freight paid and a clock thrown in—these were only the small, petty larceny kind, as compared with the buccaneer methods of the larger promoter.

Then I came to Oklahoma.

Gentle reader, did you ever meet an oil promoter who was really equipped to do business? If you have not, don't make yourself any rash promises as to what you are going to do, or not going to do, with that small "wad" reposing peacefully in the savings bank.

I have known men who had through a lifetime of patient toil and persistent parsimony acquired a reputation that would seem to render them invulnerable; men who would turn down patent rights—lightning-rod, churn, and automatic gate—as easily as a dog will dodge a snowball. But when the *real thing* in the person of an Oil Promoter unrolled his blueprints and began to talk of sin-clines and anti-clines, of Mississippi lime and the cone-formation—these men would stand spellbound until awakened by the promoter showing them where to hurriedly scrawl their names on the dotted line.

Yes, I bought some oil stock in a field where I was assured that it was an utter impossibility to drill a hole in the earth without striking a gusher. I don't know why, but I haven't had any returns yet.

In conclusion, let me say that I do not believe the average druggist is a good investor. He seems to lack the fine discrimination which characterizes the shrewd manipulator; and for this reason, if he is lucky enough to accumulate a little money, the savings bank, an old sock or a hole in the cellar floor may be about the proper place in which to store it.

SUCCESSFUL IN SPITE OF IT!*

BY A MINNESOTA DRUGGIST.

I have certainly bought my share of blue sky. My first venture was back in 1901 when I invested in Texas oil. They called it the "Blue Goose"—left the word "sky" out; and the stock cost me 30 cents a share; par value, \$100, fully paid and non-assessable.

I took 100 shares, and up to date they never tried to assess me; neither have I received any dividend checks.

My next was California oil—"Unlimited Crude"—and 100 shares cost me \$25. Shortly after I bought, our manager, it was reported, stole all our funds and committed suicide.

That was the end of Unlimited Crude.

My next plunge was in 1905—Colorado asphaltum. A college chum discovered a lake of asphaltum out there, and he had to have 10 associates to file claims. So on the strength of old acquaintance (which should sometimes be forgot) I invested \$50. He took my \$50, and another \$50 from my doctor, and lived high on the combination in a near-by city until it was gone. Nothing ever came of the venture.

A SILVER MINE.

Then I tried silver mining in Quebec. A man who was formerly in the banking business in my home county discovered this mine. He told me the silver was sticking out of the ground so you could walk on it, like on a sidewalk. We sent a committee up there to look it over, the scouting party consisting of a lawyer and a banker. They reported everything as represented, so we bought a controlling interest in the mine. My share cost me \$250.

This mine never paid out, because a firm of sharks owned the adjoining property, and they got busy and cut a tunnel underground and took out most of our silver.

I next bought two shares of stock at par in the R— Chemical Co., a manufacturing pharmaceutical concern, and in a year or so after I received notice from the court that I had been assessed an amount equal to the face value of my stock. I paid a lawyer \$10 to fight the claim, and he got away with it; so I did not have to come across.

Sandwiched in between, I bought one share of stock, value \$100, in our local telephone

*This paper wins the third prize, \$5.

company. This has paid me \$4 in dividends in ten years.

I TURNED TO LAND.

Wearying somewhat of oil and industrials, I next tried land. My first venture was 120 acres of swamp at \$23 an acre. This land is still there, and I still own it.

Shortly after buying the swamp I went out to Sunny Alberta, the guest of a big land company, and invested in 160 acres of the King's domain, which I was told could be irrigated—and nice regular rows of stakes were set out to prove it. I must frankly confess, however, that I made money on this. It cost me \$9 an acre, and a year later I sold it for \$15, cash.

But following this I suffered a relapse: I went back to oil—Oklahoma oil, this time. A newspaper advertisement caught me, as did also, a little later, a man gray-haired and venerable, who talked like a preacher.

Nevertheless, in spite of my blue-sky proclivities, I have made money. I own my store building and a \$5000 home, have a \$1700 automobile, hold a block of stock in a bank, discount my bills, and don't owe a cent. More than that, I own a farm worth \$200 an acre—and have raised six children.

So, after all, my occasional blue-sky debauches haven't handicapped me much.

I hope I am wild-cat broke, though. But you can never tell. I have hoped so before.

MILLIONAIRES MADE WHILE YOU WAIT.

BY AN OHIO DRUGGIST.

Back in 1906 I started to work in a drug store. The proprietors were both men up in the fifties and both were connected with our local banks in an official capacity; so it can be imagined that they were conservative in the investments they made.

Bringing the mail from the post-office one day I noticed an envelope that had printed on the front of it some such legend as this: "Now Is the Time To Invest."

Later, in the day that same envelope, yet unopened, was deposited in the waste basket, and next morning when I made the fire the envelope was carefully tucked away in my inside pocket. At my first opportunity I opened

this mysterious package and found an advertisement from the Telepost Company, then being financed. This advertisement told how the Morse Telegraph and the Bell Telephone had made each man who invested only a small amount at the beginning into a rich man; and those who had "plunged" at the start were now many times millionaires.

Each day for a week I read the entire booklet through, and all the time I wanted to buy some of that marvelous stock which would be sure to make me a rich man.

Then came another letter, telling that all who bought at the beginning would be given, free of charge, two "convertibles," and that in a very few years these same convertibles would be worth as much as the stock, leaving the investor with three times as much salable stock as he had purchased in the beginning.

All that looked so good to me that I decided to buy what I could—the astonishing sum of three shares. And as it was to be paid for in ten monthly payments, I sent the required \$3 each month.

All the time great "bulletins" kept coming to me, advising that I should buy more stock; but I decided that to be a rich man was good enough; I didn't particularly care to be a millionaire so soon in my career.

Finally I paid up in full and was sent three handsome certificates: one for the stock and two for the "convertibles." Then my interest was drawn to other things and I lost track of Telepost. Later it was merged with some other telephone or telegraph company, and they began to call for new subscriptions. "Surely," the letters said, "surely the incorporation of Telepost with the strong X Company will be productive of great results!"

But I remained strictly neutral and awaited developments.

Finally, in order to get an estimate of the value of my stock, I wrote to a New York broker, and he offered me two dollars and forty cents for the entire outfit, or about 27 cents a share, if the "convertibles" were counted!

I am planning on having those shares framed, and shall then hang them on the wall, along with the other diplomas that I have; for they certainly show—well, several things.

We shall have three prize articles next month on the subject of Salesmanship—practical salesmanship. And they will be mighty good!

A COMPLETE SYSTEM OF BOOKKEEPING FOR THE DRUGGIST

By THE BULLETIN STAFF

Bookkeeping is the bane of many a busy druggist's life. He doesn't like it; consequently how to reduce the necessary evil to the lowest possible minimum of effort is a problem he often ponders.

Of course, if the business is large enough, or if the proprietor feels so inclined, the double-entry system is the one employed. Usually when this is done a bookkeeper is hired.

But the fact remains that the single-entry system is the one most in vogue, therefore our outlined plan is based upon such a system. Single-entry is far easier and is much more adaptable, although it has the disadvantage of not being so accurate, for the reason that, like Tennyson's brook, it flows on unchecked. There are no double entries to be played one against the other.

However, simply entering the items is not all there is to it. A novice experiences a great deal of trouble at times in selecting the proper page on which to relate the brief experience. And, again, even an old-timer who is not an expert is sometimes deeply concerned over the problem of how to make the various pages dovetail into a continuous story. How to correlate the different entries—that is the difficulty.

DIFFERENT VIEW-POINTS.

There are three view-points to be considered:

1. The relation that customers bear to the business.
2. The relation that the business bears to jobbers, manufacturers, etc.
3. A consideration of the business as such. It is this division with which the BULLETIN OF PHARMACY has concerned itself so much during the last 10 or 15 years.

Charge accounts—*i.e.*, accounts of customers who do not pay cash for their purchases—are easily handled. Whether a day-book is used, or merely slips, is a matter for the individual proprietor to determine. Either serves the purpose. Also what kind of a ledger shall be employed is entirely optional. The old method of using a bound book from which pages may not be abstracted is perhaps the most common,

although it is quite a job to transfer all the accounts into a new ledger when the old one has been filled. The employment of the so-called loose-leaf ledger, the adjustable binding of which makes it possible to take out and insert pages at will offers certain other advantages, also. When an account is "dead" it may be removed from the binding and laid away, and the book thus kept somewhat uniform in size.

JOBBERS' AND MANUFACTURERS' ACCOUNTS.

Accounts with wholesale houses are also easily handled, and, like the customers' accounts, represent the simplest feature of the bookkeeping. It is merely necessary to give each firm a separate place in the ledger and to enter as credits the footings of the different invoices, and to charge up the amount of the check each time a bill is paid in full or something is paid on account. If a discount is taken, this should be entered in the "debit" column, also.

In fact, these accounts with jobbers, manufacturers, and other people from whom you buy any supplies are handled in your ledger precisely as you handle accounts with your customers. In one case you are debtor; in the other case you are creditor—that is the only difference.

Let it be said right here that this article is based on the supposition that it is the intention of the druggist to culminate his bookkeeping in an annual or periodical business statement; that he will take an inventory and that by the use of some such system as that advocated by the BULLETIN and outlined in detail in Mr. Mason's book, "The Druggist and His Profits," he is going to analyze the business of the year or period he has just come through and determine definitely "where he is at." He must, therefore, lay his plans accordingly. He must make this analysis the climax of his story.

THE REAL SOURCE OF PERPLEXITY.

We come next to the consideration of cash receipts and disbursements; to the real source of perplexity in bookkeeping. Daily receipts

CARRYING THE TOTALS FORWARD.

Monthly totals of sales and various disbursements as per classifications should be carried from the cash-book to the ledger. Money recorded in the cash-book as received from customers, in the payment of their accounts, must of course be carried to the ledger and distributed to the proper individual accounts. If John Smith pays \$10, for instance; this must go into the cash-book, must be posted to the "Sales" account in the ledger, and John's individual ledger account must receive the proper credit, also.

Now we come to the ledger, and very little is necessary in the way of a description. The book should, of course, provide ample room for customers' accounts.

There should be in it, also, an account headed "Expenses," to which monthly footings from the "expense" items of the cash-book should be posted. Later on we discuss what the expenses should consist of.

There should be, also, a "Sales" account, to which all sales shown in the cash-book as "receipts" should be posted.

There should be, also, a "Merchandise" account, in which all purchases of merchandise should be entered. Freight, express and cartage, being a part of the cost of merchandise, should be entered under this head in the ledger, and not as expense items.

There should be, also, an account headed "Fixtures," which is self-explanatory.

The foregoing practically sums up what the ledger should contain. Reverting now to the expense account, we may explain here in detail what it should comprise. It should be made up of the following eighteen items: taxes; insurance; fuel; light; water; rent; proprietor's salary; clerk hire; advertising; telephone and telegraph; office supplies; postage; repairs; de-

livery service; donations; subscriptions; depreciation in stock and fixtures; and miscellaneous. It will be noticed that freight, express and cartage are not included. These are a part of the cost of merchandise, and should be handled accordingly; that is, first entered in the cash-book, and then carried to the merchandise account in the ledger.

All items of expense for which specific headings in the cash-book have not been provided, should be shown under the caption, "Miscellaneous Expense." This particular record, however, should be severely limited to expense items. Disbursements, for instance, that are to be carried to the merchandise account in the ledger should not be put in the miscellaneous section; otherwise there would be unfortunate confusion between the expense and merchandise accounts. Again we say: put nothing in the "Miscellaneous" column that is not to be carried subsequently to the expense account in the ledger.

So much by way of description of the entire bookkeeping system. As explained early in this article the system includes charge accounts against customers; it includes accounts with those from whom you buy goods; and it includes a record of purchases, sales and expenses so that one may know what his business is doing for him.

THE ANNUAL STATEMENT.

Disregarding, now, the first two features of the system, we come to the third and in many respects the most important element. We have kept certain business records during the year, and now we desire to draw up an annual statement—what is usually known as a profit and loss statement.

The accompanying form is the one adopted by the BULLETIN OF PHARMACY two or three

1. Cash received from all sales and book accounts.....	\$.....
2. Book accounts beginning of year.....	\$.....
3. Book accounts end of year.....	\$.....
4. Difference in book accounts.....	\$.....
5. Net sales for the year.....	\$.....
<hr/>	
6. Inventory of stock beginning of year.....	\$.....
7. Purchases during year.....	\$.....
8. Total cost of merchandise.....	\$.....
9. Inventory of stock end of year.....	\$.....
10. Net cost of merchandise sold during year.....	\$.....
<hr/>	
11. Gross profits	\$.....
12. Current expenses	\$.....
13. Net profits	\$.....
14. Total income from business.....	\$.....

years ago after a considerable period of study and investigation.

This form is discussed in detail in Mr. Mason's book entitled "The Druggist and His Profits," but a brief explanation may not be amiss in this place.

Cash received from all cash sales and book accounts may be taken from the monthly footings of the cash account as shown on the cash receipts side of the book. In order to get at item two it will be necessary to tabulate the customers' accounts in the ledger and ascertain the total. This should be added to the total of cash received from cash sales and book accounts.

GOODS SOLD DURING THE YEAR.

It is presumed that a similar list is available, showing the total amount of the charge accounts which was on the books the year before. If, by comparison, it is found that there is *more* on the books than there was last year, this difference is added to the total sales. In case there is *less* on the books than there was the preceding year, the discrepancy, on the other hand, is subtracted from the total sales—this for the reason that it is shown that money has been collected for sales made the year before. It is net sales for the current year that we are after; sales made last year cannot enter into this particular computation.

The "Merchandise" account shows the total cost of all goods bought during the year. To this we add the inventory of stock (stock only) of the preceding year, giving us a total of what merchandise has been in the store. From this total we subtract the amount of the inventory just taken, arriving at the net cost of the merchandise sold during the year.

The difference between the net sales for the year and the net cost of goods sold during the year represents the gross profits. From these we next deduct the expenses.

From the ledger we get the total of the year's expenses—that is, the total of all expenses for which cash has actually been paid out. To this total, however, there must now be added the item of depreciation—10 per cent on fixtures, and perhaps 5 per cent on stock. Frequently, too, the merchant adds a depreciation charge of 5 or 10 per cent on book accounts, and this is perhaps a wise custom unless the dealer can tell with accuracy just what percentage of his accounts is "dead."

HOW DEPRECIATION IS HANDLED.

These depreciation figures, it is to be explained, should not be entered in the regular expense account in either the cash-book or the ledger. They do not represent money actually expended during the year. They need only be considered annually, when the yearly profit and loss statement is being compiled, but it is imperative that they be included then if an expense account is to be compiled that really tells the story of success or failure in the business.

Having compiled the expense figures in this way, the total volume of expense is subtracted from the gross profits to get at the net profits. Add to the net profits what the proprietor has drawn in the way of salary, and we have the total income from the business.

The next step is to reduce these findings to percentages. To get the percentage of gross profits, divide the gross profits by the net sales for the year. To find the percentage of expense, divide the expense by the net sales for the year. The net profit, in percentage, may be ascertained by subtracting the percentage of expense from the percentage of gross profits.

ANOTHER FORM OF LEDGER.

This completes the system as we have outlined it. There are, however, some druggists who may not care to follow this system, yet who would like to preserve a set of records which would yield the necessary data on which to base an annual statement of the business. To meet such a situation, Mr. Mason, in the book above referred to, has suggested that a special-ruled ledger be employed, of which the following is a part of specimen page:

DATE.	Sales (cash receipts only).	Purchases.	Expenses.
January 1
January 2
January 3
January 4

Cash sales are entered each day, as are also the expenses and net purchases. Entries are posted from slips or from the day-book. Under this system customers' accounts are carried into the ledger and the ledger is used merely for customers', jobbers', and manufacturers' accounts. All business records are carried into this special ledger.

RECIPROCAL REGISTRATION THROUGHOUT THE UNITED STATES

FIRST PAPER

It is becoming quite generally conceded that a pharmacist capable of practicing his profession in one State is also capable of practicing it in another. This principle is being recognized as one of fundamental justice.

Our form of government is such, however, that each individual State must handle this matter for itself, and the situation is rendered somewhat complex. Were the different States to give up their right to examine candidates, it is highly probable that they would have to give up other rights also; rights which it might not be best to abrogate, even were it possible to do so. Thus a national examining board is not practicable.

It remains, therefore, for the individual States to get together on a common basis, in so far as possible; and this is one of the objects sought by the National Association of Boards of Pharmacy.

This organization has made itself a sort of a clearing house. Thirty-five State boards have assumed the responsibilities of what is known as "active" membership. These boards have met on a common ground and so arranged matters that an exchange is possible, one with another. The Association of Boards acts as a medium through which this exchange may take place, and for this service charges a fee of \$5.

REQUIREMENTS.

Requirements differ, however, and therein is the situation rendered still more complex. But in a general way here is what is required:

1. The applicant must be twenty-one years of age.

2. He must present evidence of good moral character.

3. He must have had, prior to his examination and registration in the State from which he applies, the experience required by law of an applicant for examination in the State in which he seeks registration.

4. He must have passed an examination in identification, pharmacy, chemistry, materia medica, and practical work, with a general average of at least 75 and a marking of not less than 60 in any one branch.

5. He must have practiced as a registered pharmacist in the State from which he applies at least one year since registration.

6. He must certify that he expects to reside and practice his profession in the State in which he seeks registration.

7. He must furnish a receipt for \$5.00 paid to the Secretary of the National Association of Boards of Pharmacy for an application.

8. He must be in good standing in the State from which he applies.

State boards do not furnish blank applications. These may be procured from H. C. Christensen, Secretary of the National Association of Boards of Pharmacy, 450 Bowen Avenue, Chicago, Illinois. The fee of \$5.00 must accompany the request for a blank application.

OTHER COMPLICATIONS.

Aside, however, from reciprocal exchange obtained through the National Association of Boards of Pharmacy, there are arrangements between certain States whereby a certificate in one may be honored in the other. This serves as a still further complication.

Again, there are States in which no reciprocal certificates are issued whatever.

The only way to handle the situation intelligently, therefore, is to treat each State separately; and to this end the BULLETIN has secured the necessary data from the secretary of the Board of Pharmacy in every State in the Union. The States will be taken up alphabetically, as follows:

Alabama is an "active" member of the National Association, and issues reciprocal registrations only in conformity with the association's requirements. It is not required in Alabama (nor in any State in the Union) that the applicant for reciprocal registration be a graduate of a college of pharmacy, but in Alabama every applicant must appear before the Board in person. Ten reciprocal certificates were granted last year.

Arkansas is also a member of the N. A. B. P. and, like Alabama, is governed by the association's rules in granting reciprocal registrations. The fee is \$15. It is not required that

every applicant appear in person. Eight exchange certificates were issued in 1915.

Arizona is also a member, and governs its exchange accordingly. The fee is \$20, and it is not always necessary to appear before the State Board in person. Ten reciprocal registrations were granted last year.

California is not a member of the National Association, and is air-tight on the exchange basis, issuing no reciprocal certificates whatever. The State issues, however, a "Credentials" certificate, based on 20 years' experience and 10 years' registration; or, if the applicant is a college-of-pharmacy graduate, 18 years' experience and 10 years' registration. Every applicant must appear in person, and the fee is \$10 with the application, and \$15 more if a certificate is granted.

Colorado is an associate member. Under State law registration can be granted only by examination. Efforts are being made to amend the law, permitting active membership in the N. A. B. P.

Connecticut is "active"—to the extent of granting nine reciprocal registrations last year. The fee is \$10, and all applicants must appear before the Board in person. In response to the question, "What markings must an applicant show before you will grant a reciprocal registration?" the following answer was received: "Average 75 per cent; not less than 70 per cent in any one subject." All other "active" States, with the exception of Vermont, in response to that question replied: "Average 75 per cent; not less than 60 in any one branch."

Delaware is "active," and granted one exchange certificate last year. The fee is \$10, and it is not required that every applicant appear in person.

The District of Columbia is also an active member. The fee is \$10, and it is not necessary to appear in person. Five reciprocal registrations were granted in 1915.

Florida conforms with the requirements of the N. A. B. P. and has, in addition, a special arrangement with Georgia. Every applicant must appear in person, and the fee is \$15. Twenty-six reciprocal registrations were granted last year.

Georgia is actively affiliated with the N. A. B. P., and accepts its rating. The fee is \$15, and it is necessary to appear in person.

Idaho is a member of the association, also, and the statement is made that "we sometimes grant registration to applicants from States that do not belong to the N. A. B. P., if their requirements equal ours." The fee is \$15 ("same as by examination"), and an applicant must appear in person. Ten reciprocal certificates were granted in 1915.

Illinois issued 45 exchange registrations last year—"active" in more ways than one. The fee is \$15, and applicants must appear in person.

Indiana. Secretary A. F. Heineman, Valparaiso, sends a card to those who inquire, bearing this information:

The constitution and by-laws of the National Association of Boards of Pharmacy provides a fee of \$5.00 for the official application for reciprocal certificate.

For your information I will say that the essential requirements of an applicant for reciprocal registration are as follows: The applicant must be a registered pharmacist by examination, in the State from which he applies, and such State must be an "active" member of the National Association of Boards of Pharmacy.

He must have been examined in at least the following subjects, each as a separate branch: Pharmacy, chemistry, materia medica, and practical work. He must have made a general average of at least 75 per cent and not less than 60 per cent in any branch. He must be in good standing in the State from which he applies, and must have practiced his profession as a registered pharmacist for at least one year since being registered by examination.

The fee for registration in this State is \$15. The fee for certification of grades in all States is \$1.00.

Personal attendance at the time an application is considered is required.

Iowa. In this State the fee is \$10. Iowa is "active," and exchanges also with Ohio, which is not "active," a special agreement having been made. It is not necessary to appear in person. About 30 exchange certificates were granted last year.

Kansas is "active" and granted 12 exchange certificates in 1915. The fee is \$20, and personal appearance is not required.

Kentucky is "active," and requires a general average of 75 per cent. The fee is \$15. It is a requirement that the applicant appear before the Board or before some individual member of the Board. Seven registrations of this character were issued in 1915.

Louisiana is an "active" State. The fee is \$15, and it is not necessary for an applicant to appear before the board in person.

Maine is also "active," the fee is \$10, and a

personal appearance is not required. Two certificates of this character were granted last year.

Maryland is "active," and exchanges with all States which are likewise enlisted under the banner of the N. A. B. P. The fee is \$15, it is not necessary to appear in person, and fifteen reciprocal registrations were granted in 1915.

Massachusetts is "active," the fee is \$10, and it is not necessary to appear in person. Nineteen exchange certificates were granted last year.

Michigan is "active," the fee is \$15, and a personal appearance before the board is re-

quired. Nine registrations of this character were granted in 1915.

Minnesota was listed as an "active" State until a short time ago, when a little trouble arose between the State Board and Secretary Christensen of the National Association, causing the Minnesota Board to secede. Reciprocal registrations are granted, however, and it is the understanding that those States with which Minnesota would exchange are those which may be found on the "active" list. The fee is \$25, it is necessary to appear in person, and six reciprocal registrations were granted last year.

The methods and requirements of other States will be taken up in the Bulletin next month.

CASHING IN ON A HOBBY

By E. E. DURYEE

While there have appeared in the BULLETIN, during the past year, several interesting articles describing out-of-the-ordinary hobbies ridden by druggists, I doubt if any one has a side-line much farther removed from the practice of pharmacy than is mine—Prestidigitation.

I first became interested in magic about



E. E. Duryee.

twenty years ago, at a time when an Indian "medicine company" came to my home town for a week's stay. A free show was in order before the "doctor" gave his lecture on the merits of his line of remedies, and one of the

features was a demonstration of feats in magic by Professor Dan Negaphy.

I was much attracted by Professor Dan's stunts and eagerly jumped at a chance to go on the platform to assist him in various ways and serve as the butt for many practical jokes. At the end of his stay he paid me off by showing me how some of his feats were performed and by telling me where to buy a good book on the subject of legerdemain.

I sent for the book at once, and after studying it for several weeks I began doing tricks for the folks at home and for friends who called. Most of my apparatus was home-made, only a few small items being purchased from a house dealing in magical supplies.

GETTING A START.

Eventually after becoming better acquainted with the smaller tricks and puzzles, I gave many entertainments before our high-school literary society.

After leaving high school and entering the profession of pharmacy I still liked to utilize some of my spare time experimenting with magic. I began gradually to buy more elaborate apparatus, always mastering one trick before purchasing another.

In the practice of pharmacy I have worked in a number of towns, and in all of them I

have given entertainments, either for churches, schools, or lodges. My apparatus is sufficient for a performance of two hours' duration.

Some five years ago I moved to Oxford, Nebraska, adopting at that time the stage name of "Eedo." This name, as can readily be guessed, is formed by taking the initials of my name and adding to them the initial of the city in which I live.

I always do the same with magical apparatus as I do in the drug business—I keep up to date. When a piece of apparatus becomes old it is traded in on something new. There are sev-

Every entertainment that I have given has netted a profit not only in dollars and cents, but also in advertising value for my employer and myself. The exhibitions serve to keep my name before the people of my acquaintance and to introduce it to those who had never before heard of me. I have had complete strangers come into the store after an entertainment and "wonder" how I did a certain trick, and ask if it was hard to learn.

In all my practice of magic as a hobby I have never mixed it with the drug business; that is, I never do any of the tricks or stunts in



Mr. Duryee as "Eedo, the Magician."

eral magical supply houses which do this kind of business.

Besides straight magical tricks, I have several large stage illusions, two of which I made myself. In my entertainments I generally use a number of small animals, such as guinea-pigs, rabbits, ducks, and pigeons, as these are always sure to please the children.

the store. I have capitalized it in a way, however, by serving at the fountain an "Eedo Special," which has attained a modest success. This is made by placing in a twelve-ounce glass an amount of ice-cream such as is used ordinarily for an ice-cream soda, then adding chocolate syrup, and dusting heavily with dry malted milk.

The July Bulletin will contain two interesting papers on "How I Made Good in the Drug Business."

HOW WE BOOST OUR STATIONERY SALES—Four Methods

Monthly Department of
PRIZE QUESTIONS AND ANSWERS

PRIZE ARTICLE: EDUCATING CUSTOMERS TO USE BETTER PAPER.

By W. A. BLAESSER.

Several years ago, when my partner and I took possession of our present store, the condition of the stationery stock seemed to indicate that the former owners either had neglected the department sadly or had been unable to make a go of it.

To-day the stationery line constitutes one of the best paying departments in our store. Such



W. A. Blaesser.

a condition, however, was not brought about in one year or even two; it required several years of patient, hard work.

From the start we realized that the people with whom we were to deal had not been educated to the use of the better grades of writing paper. What little stationery they bought consisted of cheap tablets and envelopes to match—in price, if not in pattern.

We started our campaign of education by putting in a line of box papers ranging in price from fifteen to fifty cents a box, and soon found that customers were commencing to pay, on an average, from twenty-five to thirty-five cents for box papereries.

Slowly we started to add stationery of better quality. It began to move, and we added paper of still higher quality, going so far even that we were showing, and selling, tinted and initialed stationery. Reference to our records showed that we were disposing of more boxes at from fifty cents to one dollar apiece than we were of the cheaper packages.

BUYERS PICK BETTER GRADES.

It did not seem to take any special exercise of salesmanship to turn the trick. Comparison, placing the better-quality goods alongside of the cheaper or medium-priced ones, caused more of the better grades to be chosen—and caused me to believe that people will spend their money for high-grade merchandise if given the opportunity.

At first I was a little pessimistic about stocking the more expensive lines, but I have since come to the conclusion that they are the only ones to feature. I do not mean, however, to eliminate entirely the cheap and medium grades of stationery, for we still have some trade that will not spend the money for the better merchandise. And we are in business to cater to all classes.

We are constantly on the lookout for new ideas and creations in the stationery line, and show them in our case as fast as they appear on the market. Featuring new items in this manner results in many immediate sales and in the creation of interest which leads to future sales.

INSIDE DISPLAYS SELL GOODS.

While we make good use of the store windows to attract the people in the street, carefully arranged interior displays, in my opinion, sell more goods than do the window shows. We have an all-plate-glass display case six and one-half feet high by four feet long in which we show our stationery. The displays are changed regularly and seasonable goods are always featured.

The reason why I believe an interior display case is superior to the store window is that it is easier to attract the attention of people in the

store than it is of those in the street. If the case is attractively arranged it will draw people to it, and then they can be approached and the goods shown to them. Such a procedure is not possible when passers-by merely stop to glance at the window exhibit.

Best results are obtained, of course, by using both methods. In large cities the windows would probably draw more trade because of the number of transients constantly passing by. In the smaller towns, however, where the people make it a rule to visit all the stores, more sales are possible when goods are shown on the inside.

A SAMPLING SCHEME.

At the present time we are about to launch a trade-pulling scheme for selling stationery which promises to show good returns. We have the exclusive agency for a nationally known line and are going to distribute sample outfits showing the different styles and tints that we can supply. Printed on the paper which we are featuring is a letter worded as follows:

The personal correspondence paper you use expresses your individuality and good taste fully as much as the clothes you wear.

Your written message is sent only as you are unable to deliver it personally, and to be accorded the same cordial reception should be just as appropriately dressed.

You will, we are certain, appreciate our calling to your attention the most beautiful and correct stationery made—Symphony Lawn—for which we have the exclusive sale in this vicinity, and which may be depended upon to worthily represent you at all times.

Within are shown various styles of packages in which we offer this stationery, and we would be glad of an opportunity of showing you this superb line that you may have a true conception of its beauty.

With each of these sampling outfits we enclose a small, neat blotter scented with one of our best perfumes.

The samples are mailed only to people who

use the better grade of stationery, for it is useless to send them to persons who are not beyond the tablet and envelope stage. The latter class could only be made to appreciate the difference by comparison, a procedure which is not possible by the sampling method.

In my opinion, any druggist who has not tried out the stationery line has lost the possibility of some nice profits.

FEATURING AN EXCLUSIVE LINE.

By GEORGE D. CAMPBELL.

The first essential in boosting stationery sales is preparedness—carrying a complete stock. One should be ready at all times to supply anything from a penny tablet for the school child to a \$3.00 cabinet of paper for gift purposes.

Box paper, boxes containing one and two quires each of paper and envelopes, is the easiest and most profitable part of the line to feature. A good assortment of box paper, consisting of the various sizes, shapes, colors, and finishes, should always be in stock. A few tinted novelties and odd-shaped, bordered, gold-edged, and initialed papers add variety to the stock and meet with fair sales. Correspondence cards are big sellers, and a number of styles should be on hand.

One should endeavor to secure the exclusive agency for his town or section of one or more of the popular lines of stationery. The line should be of good quality, and retail at the popular prices of twenty-five and fifty cents.

Many little items that show a good profit, such as tablets, pencils, pens, memorandum books, tally cards, visiting cards, etc., can be stocked in the stationery department. There is a steady demand for such merchandise, and the investment in stock is small.

WINDOW DISPLAYS CREATE SALES.

There is no line of merchandise that makes

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. How can we meet the competition of the mail-order houses? Submitted by Harry E. Cassady, Dresden, O.

2. How can I develop business during my vacation? Submitted by Jas. A. Arkin, Portola, Cal.

For the best answer to either of these questions we shall award a prize of \$5.00. Other answers, if printed, will be paid for at regular space rates. Every answer should be at least 500 words long and in our hands by July 10.

a cleaner or more attractive window or interior display than stationery. An effective window show about once every four or six weeks will do wonders in boosting sales. Liberal use of dummy boxes, paper pulp, and ribbon-tied sheets of cardboard add much to these displays.

One or more floor cases, as near the front of the store as possible, should be used for interior exhibition. Wall cases above, or very near, the floor cases are convenient for surplus stock.

All displays of stationery should be dainty and attractive. Never display soiled paper. Each box should be covered with a transparent glassine wrapper.

"Special sales" are big boosters for the stationery department. A combination offer of a pound box of paper and fifty envelopes on certain days at the odd price of 39 or 49 cents is a winner. Quite often good values can be obtained by buying a large quantity of box paper at one time. These may be made use of later for the odd-price sales.

ADVERTISING BY LETTERS.

One of the very best means for advertising an exclusive line is to write a number of clever letters upon the paper in question. These can be mailed to customers, the letter calling attention to the quality and other good points of the particular paper. The prices, too, can be quoted in this way. A hundred of such letters sent to a mailing list of selected customers almost invariably brings immediate results.

Another little stunt that will help dispose of a lot of box paper is to place a perfumed blotter or some sachet powder in each box and offer the combination as "perfumed stationery."

A pencil sharpener placed near the stationery case with a sign calling attention to the fact that all pencils will be sharpened free, draws many people into the store and serves to bring the stationery department to their attention.

Where one has plenty of room, it is a splendid idea to have a desk and writing requisites for the convenience of customers. This is undoubtedly a drawing card, especially for strangers or out-of-town visitors. It saves considerable time for them to be able to sit down and "scratch off" a few business or personal notes.

I believe in featuring stationery strongly. It is a profitable and satisfactory line if the right kind of merchandise is stocked and the business gone after consistently.

TAKING ADVANTAGE OF STAMP CUSTOMERS.

By O. W. PROBERT.

I have taken advantage of that bugbear of the average druggist, "Oh, I can get some stamps at the drug store," to work up a more-than-satisfactory business on stationery and allied lines.

Here is a specimen of the way in which I go after the business:

A prospective customer steps into the store and I greet her cordially. She comes back with "Give me ten cents' worth of postage stamps, please."

Instead of frowning or acting in a disgruntled manner, I cheerfully get the stamps, and while tearing them apart or making change—from a fiver, usually—I start in:

"You haven't seen the latest addition to our line of stationery, have you?"

Customer: "Why, no, is it something new you have just got in?"

"It is indeed, and if you will spare me a minute of your time, I shall be pleased to show it to you. Our line of stationery, as you know, is always complete and consists of everything from the finest of letter papers and fancy postcards to the stamps that are necessary to carry them. We always aim to have something to suit each and every individual, and, in addition, we are constantly adding new features and numbers whenever they possess merit.

"Take our box stationery, for instance. Don't you like this box of delicate old ivory tint? The paper, and envelopes to match, is of very heavy deep-laid pure linen stock. We have this quality in eight different shades, including baby blue, pink, lavender, etc.

"And here is a novelty papeterie that is very popular, Miss—er—your name has slipped my mind for the minute— Oh, yes, Mrs. Smith. Just notice the gold 'S' standing out in prominent relief on the white background of this paper. It is very dainty and different and costs but fifty cents for a box of twenty-four envelopes and thirty sheets of paper."

A SALE STARTED.

Customer (Mrs. Smith now, and getting interested): "Have you the correspondence cards?"

"Yes indeed, we have tinted cards, initialed cards, and also water-marked ones with gold edges. For writing a brief message or a note

of regret any one of them is most appropriate."

Mrs. Smith: "I believe I'll take a box of those gold-edged cards with the envelopes to match."

"Thank you. And do you need a bottle of ink?"

Mrs. Smith: "No, I have some at home, which I intend to use up."

"Very well, Mrs. Smith, but please allow me to show you our perfumed ink. It is being used to quite an extent by people who wish to impart a delightful floral odor to letters sent to friends. Isn't the fragrance delightful?"

Mrs. Smith: "I believe I'll also take a bottle of it."

"Thank you again, Mrs. Smith. You will find it an excellent ink. It flows freely, does not gum or corrode, and is the very best for fountain-pen use. And, by the way, have you seen the latest fountain pen for ladies' use?"

Mrs. Smith: "No, I haven't. I would like to, though, for a fountain pen is something I have been in need of and I intend to purchase one some day."

A SELLING TALK.

"This lady's pen, Mrs. Smith, is particularly handy for shopping. Its small size allows it to fit into the hand-bag nicely. The screw-cap makes it non-leakable; there is no danger of soiling the hands, and it always writes with the first stroke. It is a self-filler, too, so that there is no possibility of getting the fingers all inked up while filling, as sometimes is the case with old-style pens."

Mrs. Smith: "What do they sell for?"

"From \$1.50 to \$3.50, depending upon the size and mounting."

Mrs. Smith: "They are very nice and I may purchase one the next time I am up-town."

"Thank you, and shall I send your purchases to the house, Mrs. Smith?"

Mrs. Smith: "I wish you would, but as I have some more shopping to do, please don't deliver them for a couple of hours, so that I may be home to receive them."

"Very well, I will send them up at that time. And by the way, if you wish, I will include three or four of those dainty pens in order that you may try them out and choose the one best suited to your hand. My delivery boy is familiar with the pens and can make any adjustment needed."

Mrs. Smith: "That would be fine, for I am

going away to-morrow for several days and would like to take a pen with me."

"All right, Mrs. Smith. If there are any further needs just call up on the phone and we will deliver at the earliest possible moment."

The foregoing is a sample of the way in which I get after stamp customers. If it does not make a sale at the time, it at least leaves an impression on the mind of the customer so that she looks us up when anything in our line is needed. Not only have I sold stationery by this method but, by the display of a little tact and diplomacy, I have also gotten rid of cold cream, face powder, digestive tablets, corn remedies, and so on, right down through our entire stock.

REPEATED DISPLAYS OF POPULAR SELLERS.

BY ALEX F. PETERSON.

Of all the lines handled by the druggist no other one is so susceptible to the effect of efforts directed toward increasing sales, nor shows the direct results of any form of publicity so quickly and substantially, as the stationery line. Furthermore, the margin of profit is unusually good, there is little chance for dead stock, and being an all-the-year-round item, the stock may be turned several times annually.

Nearly every one uses stationery of some kind and uses it almost daily. It is ordinarily bought by the consumer in comparatively small quantities, hence it may be said that each user is practically in the market for more at all times.

Stationery is rarely purchased from the mail-order houses, for if a customer wants a cheap article no saving can be effected, and if a high-class paper is wanted he knows it is risky to buy without seeing. This, to my mind, is one of the very best reasons for giving the stationery line all the attention and prominence possible, for how many of our lines are there that are not seriously affected by the mail-order houses?

Any form of publicity will boost stationery sales, but the window display brings more satisfactory and quicker results than any other.

The effectiveness of the window display lies in the fact that if it attracts the attention of a possible buyer at all, it does so right at the place where the goods may be purchased. With a printed ad, however, no matter how effective nor how good an impression it makes

on the reader, many things may happen to prevent a purchase being consummated—for instance, a good window display.

Fortunate indeed is the druggist who has windows large enough so that they may be divided into sections and one of these devoted to the display of stationery all the time.

Where window space is limited, the line should be displayed at least one week in each month; two displays a month will more than double the value of one.

When continuous displays are made they should be changed every week, enough difference being made in the exhibits so that they will not lose their drawing power by becoming stale. This, however, is very easy to accomplish, as stationery lends itself most readily to

the building up of attractive trims, either light or heavy.

Fancy correspondence or gift papeteries make exceptionally attractive displays. A window of pound packages of paper with envelopes to match appeals to the person of economical taste.

Featuring correspondence cards and regret size papers occasionally will be found very profitable; tablets, even, may be worked up into effective displays.

Varying the style of display by the addition of inks, pens, pencils, fountain-pens, seals, sealing-wax, and other accessories is advisable.

A heavy trim of a special value in paper always attracts attention and sells lots of goods.

DUCTLESS GLANDS— INTERESTING DEVELOPMENTS

By LUTHER H. VANCE, B.S.

There's a long gap between a so-called genius and an inmate of an institution for the care and treatment of the feeble-minded. Can this gap be bridged?

In part, yes; it would seem so, at any rate.

To-day a number of workers are delving deep into the mysterious subject of the ductless glands. Many marvelous things have already been discovered, and more are promised. It is the most interesting field that is now receiving the attention of scientific investigators.

Ductless glands are those which produce secretions that are not discharged through ducts, but which pass directly into the blood current or into the lymph current. They are very small, relatively, and are found in various parts of the body. Their secretions are termed "hormones," a Greek word meaning "to arouse, or excite."

Extracts are made of these glands, those of the sheep, the pig, and young cattle being employed.

We are more or less familiar with thyroid extract, and with Pituitrin; and the latest product to claim attention is that derived from the pineal gland. The thyroid gland is found in the neck; the other two in the brain.

The pineal gland, not much larger than a pea, and thought by some investigators to represent what was a functional eye in some of our remote ancestors, seems to regulate or control mental development. Thus it is said that abnormal mental development in children is due to excessive activity of the pineal gland.

This at once suggested the possibility of using the pineal gland as a therapeutic agent. The glands were dried, reduced to a powder, and fed to young guinea-pigs, rabbits, kittens, puppies, and chickens. Remarkable results were obtained.

It has been demonstrated that not only is mental growth enhanced, but physical growth, as well.

In a series of experiments eight half-grown guinea-pigs were kept under observation for five weeks. Four of them were treated with pineal glands, and four were not treated. The latter were what is known as "controls;" that is, they were as near like the other four as it was possible to get them, and were handled in just exactly the same manner as the other pigs were, except that they did not receive the pineal treatment. They were permitted to grow up "naturally," in other words.

The treated pigs gained 36 per cent in weight. Those which received no treatment gained 25 per cent. And not only did the treated pigs outpoint the others in the way of physical development, but they were much more alert, and seemingly more intelligent.

In other experiments chickens and puppies were employed with the same gratifying results. Pineal-fed puppies were advanced about a month over their "controls" in growth, habits, and intelligence.

Now all this is highly important, and the deduction naturally follows that an extract of the pineal gland may be of use in the treatment of certain types of backward or defective children. In truth, this has recently been pretty well established as a scientific fact.

Rather comprehensive tests along this line have been made, perhaps the most marked being those at the Training School for Defective Children at Vineland, New Jersey. Twenty-five children were treated for four months, and here is the report:

"Of the subjects; several were congenital idiots, and these, as anticipated, made no progress. But 14 of the others made a gain, and the average, 65 per cent of a year, was twice the normal, and more than twice the progress of the control children in the same period. Some advanced eight-tenths of a year; one advanced one and eight-tenths of a year."

Not only have tests been made on the general development of children, but efforts have also been made to see what might be done to retard old age. If the pineal gland, properly administered, will accelerate the sluggish action of the brain in the retarded child, why will such treatment not, to a degree at least, revivify declining mental powers?

One experimentalist concludes that "it definitely stimulates the aging brain to the faster chemistry of younger days."

How does the gland do this? What is the secret of its spell? Nobody knows. The work that has been done so far has been in a sense that of the pioneer. There is much more to be learned.

It might be noted, in conclusion, that progress so far made warrants the use of the pineal gland in medicine, and one large manufacturing house, noted for its scientific achievements, has placed the substance on the market under the name of Pineal Glands, Desiccated.

Fresh glands from young cattle are obtained and desiccated under aseptic conditions. The granular material is then incorporated in a base, and made into 1-grain tablets, each of which represents $\frac{1}{2}$ grain of the granular substance.

The tablets are ordinarily given three times a day, and the treatment should be extended over a period of several months.



Opening session, State agents' convention of the American Druggists' Fire Insurance Co., Cincinnati, Ohio, May 22.

BOARD QUESTIONS ANSWERED

AN INDIANA EXAMINATION.

(Continued from the May BULLETIN.)

6. Name and give the average dose of five vegetable acids.

Diluted acetic acid, 30 minims; camphoric acid, 15 grains; citric acid, $7\frac{1}{2}$ grains; tannic acid, $4\frac{1}{2}$ grains; tartaric acid, $7\frac{1}{2}$ grains.

7. Name five mineral salts the average dose of which is one grain or less, and state the average dose of each named.

Potassium dichromate, $\frac{1}{5}$ grain; potassium permanganate, 1 grain; sodium arsenate, $\frac{1}{10}$ grain; sodium nitrite, 1 grain; zinc iodide, 1 grain.

8. Define the following terms when applied to doses: toxic, average, minimum.

A toxic dose is one that will produce poisoning.

An average dose is the one that is ordinarily relied upon as tending to produce a desired effect.

A minimum dose is the least amount of a medicine that will produce the desired physiological action.

9. Give the average dose of each of the following fluidextracts in both metric and apothecaries' measure: Digitalis, aconite, stramonium, gelsemium, and nux vomica.

Digitalis, 0.05 Cc. (1 minim); aconite, 0.05 Cc. (1 minim); stramonium, 0.05 Cc. (1 minim); gelsemium, 0.05 Cc. (1 minim); nux vomica, 0.05 Cc. (1 minim).

10. What is an antidote?

An antidote is an agent which affects a poison either physically or chemically, or both, so as to remove it from the body or alter its character by forming with it an insoluble or inert compound before its absorption with the object of preventing its toxic action upon the organism.

11. Name three kinds of antidotes and give an example of each.

Chemical antidotes. Acetic acid is a chemical antidote against alkaline carbonates.

Mechanical antidotes. Emesis is a mechanical antidote.

Antagonistic antidotes. Saponin counteracts the action of digitalis and is, therefore, a physiological antagonistic antidote for it.

12. Give an antidote for (a) a poisonous

mineral salt, (b) a mineral acid, (c) an alkali.

(a) Magnesium sulphate for lead nitrate poisoning.

(b) Sodium bicarbonate for hydrochloric acid poisoning.

(c) Citric acid for ammonia poisoning.

13. Give the average dose of each of the following: (a) oxide of silver, (b) lead acetate, (c) copper sulphate, (d) arsenic trioxide, (e) lead iodide.

(a) 1 grain.

(b) 1 grain.

(c) As an astringent, $\frac{1}{5}$ grain; as an emetic, 4 grains.

(d) $\frac{1}{30}$ grain.

(e) 1 grain. Lead iodide is rarely used internally. The U. S. P. does not state an average dose.

14. Which of the following would you refuse to dispense in 30-grain doses: lithium salicylate, potassium bromide, strontium chloride, zinc sulphate, tartar emetic, calcium bromide, bismuth subgallate, magnesium sulphate, strontium bromide, potassium acetate?

Zinc sulphate, tartar emetic.

15. Give the average dose of each of the following extracts: (a) opium, (b) colocynth, (c) physostigma, (d) quassia, (e) euonymus, (f) rhubarb.

(a) $\frac{1}{2}$ grain.

(b) $\frac{1}{2}$ grain.

(c) $\frac{1}{8}$ grain.

(d) 1 grain.

(e) 2 grains.

(f) 4 grains.

16. Name ten drugs you dispense with a poison label and give the average dose of each.

Nitrohydrochloric acid, 3 minims.

Antimony and potassium tartrate as an expectorant, $\frac{1}{10}$ grain; as an emetic, $\frac{1}{2}$ grain.

Silver nitrate, $\frac{1}{5}$ grain.

Arsenic trioxide, $\frac{1}{30}$ grain.

Strychnine, $\frac{1}{64}$ grain.

Digitalis, 1 grain.

Lead acetate, 1 grain.

Corrosive mercuric chloride, $\frac{1}{20}$ grain.

Croton oil, 1 minim.

17. What size bottle would you use to dispense ten pounds of U. S. P. sulphuric acid, specific gravity, 1.84?

One pint of water at 25° C. weighs 7273 grains, or 1.039 avoirdupois pounds. Therefore, 1 pint of sulphuric acid, sp. gr. 1.84, would weigh 1.039×1.84 , or 1.912 pounds.

Dividing 10 pounds by 1.912 gives 5.23 pints as the volume of ten pounds of the acid. Therefore, a bottle of a size sufficient to hold 5.23 pints should be used. However, as a bottle of that size is not found ordinarily in the average drug store, the acid would probably have to be dispensed in a gallon bottle.

18. Give the equivalents in our measure of (a) two meters, (b) ten liters, (c) 18 hectograms.

(a) 2 yards, $6\frac{3}{4}$ inches.

(b) 2 gallons, 5 pints, 2 fluidounces and 1 drachm.

(c) 3 pounds, 15 avoirdupois ounces and 216 grains.

19. A twelve-ounce prescription calls for 2 grains of arsenic trioxide. What should be the dose (in both metric and apothecaries' system) for a child ten years old?

Using Young's rule for doses (age, divided by age plus 12) the dose of arsenic trioxide for a ten-year-old child is $\frac{10}{22}$ of $\frac{1}{30}$ (the average adult dose), or $\frac{1}{66}$ grain. As there are 2 grains of arsenic trioxide in the prescription, the whole must be divided into 132 doses (2×66). $\frac{1}{132}$ of 12 fluidounces is about 44 minims, which should be the dose for a ten-year-old child.

The metric equivalent of 44 minims is 2.7108 Cc. (1 minim equivalent to 0.06161 Cc.).

20. Give the equivalents in avoirdupois and apothecaries' weights of 910 grammes.

1 gramme is equal to 15.432 grains.

910 grammes are equal to 14043.12 grains.

In avoirdupois weight (1 ounce equal to $437\frac{1}{2}$ grains) the equivalent of 910 grammes is 2 pounds, 43.12 grains.

In apothecaries' weight (1 ounce equal to 480 grains) the equivalent of 910 grammes is 29 ounces, 123.12 grains.

21. What antidote would you employ in case of belladonna poisoning?

Tannin should be given to form the tannate which is comparatively insoluble. An emetic, as apomorphine, should then be given or the stomach pump employed. Borax in milk solutions should also be given to precipitate any remaining alkaloid.

22. (a) Give the U. S. P. antidote for arsenic. (b) State how you would prepare and administer this antidote.

(a) Ferric hydroxide with magnesium oxide.

(b) Directions for preparing are: Mix 40 Cc. of solution of ferric sulphate with 125 Cc. of water, and keep the liquid in a large, well-stoppered bottle. Rub 10 grammes of magnesium oxide with cold water to a smooth and thin mixture, transfer this to a bottle capable of holding about 1000 Cc., and fill it with water to about three-fourths of its capacity. When the preparation is wanted for use shake the magnesium mixture to a homogeneous, thin magma, add it gradually to the diluted solution of ferric sulphate, and shake them together until a uniform, smooth mixture results.

As an arsenical antidote 4 fluidounces is the average dose.

23. If the dose of a drug is $\frac{1}{100}$ of a grain, how much would you use in a four-ounce prescription for a child eight years old?

By Young's rule the dose for an eight-year-old child is $\frac{8}{20}$ of $\frac{1}{100}$, or $\frac{1}{250}$ grain. If the four-ounce prescription is to be given at one dose, it should contain $\frac{1}{250}$ grain of the drug. If the prescription is to be given in teaspoonful doses it should contain $\frac{32}{250}$ grain, as there are 32 teaspoonful doses in 4 fluidounces.

24. Name and give the emetic and average doses of five drugs.

Ipecac as an emetic, 15 grains; as an expectorant, 1 grain.

Apomorphine hydrochloride as an emetic, $\frac{1}{10}$ grain; as an expectorant, $\frac{1}{30}$ grain.

Antimony and potassium tartrate as an emetic, $\frac{1}{2}$ grain; as an expectorant, $\frac{1}{10}$ grain.

Copper sulphate as an emetic, 4 grains; as an astringent, $\frac{1}{5}$ grain.

Alum as an emetic, 60 grains; as an astringent, $7\frac{1}{2}$ grains.

25. Give the average dose and also the largest dose you would be willing to dispense, of the following: scopolamine hydrobromide, phosphorus, colchicine, santonin, chrysarobin.

Scopolamine hydrobromide, average dose $\frac{1}{128}$ grain; largest, $\frac{1}{80}$ grain.

Phosphorus, average dose $\frac{1}{128}$ grain; largest, $\frac{1}{80}$ grain.

Colchicine, average dose $\frac{1}{128}$ grain; largest, $\frac{1}{100}$ grain.

Santonin, average dose 1 grain; largest, 4 grains.

Chrysarobin (rarely used internally), average dose $\frac{1}{2}$ grain; largest, 1 grain.

(To be continued.)

LETTERS

VARIETY IS THE SPICE OF LIFE.

To the Editors:

While the memory lingers, I wish to "embalm" a record of what happened in our small drug shop during a brief period of 15 minutes last night. Let us go at it somewhat in this order:

At 6:01 P.M.—

Enters Kosher Delicatessan Man from across the way, his hand bleeding from contact with Schweitzer kasen slicer. K. D. M., appealing for instant help lest he bleed to death, rushes behind the prescription counter, followed by a clerk who starts "first aid." Then, at 6:02—

Enters Lady with two boys and three suitcases, one of the boys howling dismally. Lady tells drug man that her vocalizing hopeful has something in one of his eyes—and will the druggist please remove it instantly, as she wants to catch the 7 o'clock New York boat? Surely the drug man will; of course! A quick glance at the clock—6:06. And then—

Big commotion back of the prescription counter. Kosher man has fainted. Six-nine, three minutes later—

Enters Italian lady whose hand has been chewed by her English bulldog. Caustic applied 'midst groany sounds. At 6:12—

Enters English sailor, who selects a toothbrush and tenders an Italian coin in payment. Refusal to accept the coin elicits the information that he had just exchanged a golden sovereign for ten silver liras. He has no other funds, and goes out to hunt up a money-changer. At 6:14—

"Blow in"—yes, that's it—"blow in" four little Jewish girls with one pill-box. The box is passed over with the cheerful information that we've "made a mistake."

"Mamma, she says you should give her the black pills," the little Jewess explains.

The pills in the box are a tawny yellow, and we explain patiently that it's all a matter of coating.

"Yes," reiterates the little Jewess, "but mamma says you should send her the black pills."

The original prescription calls for asafetida pills, 5 grains. A clerk refilled the prescription, so we get in consultation with him. He

admits that when the box came in there was one black pill in it, but he threw this away because it looked out of place among the tawny ones.

We explain again.

"Mamma says she should want her one black pill back again; such a one black pill—she should want it." Beyond that we cannot get. We return the empty box, and sorrowfully depart four little Jewish girls *sans* "such a one black pill."

All these things really happened substantially as outlined in the time mentioned, accompanied by a chorus of telephone calls and a variety of other demands. And two people to attend to it all!

Can you beat it? FRED D. NELLIGAR.

Norfolk, Va.

DEMONSTRATING THAT PRICE TAGS PAY.

To the Editors:

To satisfy myself as to the comparative values of a window display of unmarked goods versus one that had the prices clearly indicated I ran, in two consecutive weeks, a straw-hat cleaner display using both methods.

The first exhibit I made was quite attractive in appearance, but no price card telling the cost of the cleaner accompanied it. I ran this display for a solid week and found it to be a failure, in so far, at least, as creating sales went.

The following week I altered the display somewhat and included with it a neat sign printed on a piece of white cardboard which measured 22 by 28 inches. The sign read:

*Your Old Straw Hat Made to Look Like New.
Use W—Straw Hat Cleaner. It Does The Work.
10 cents per package.*

The result obtained, when compared with that of the previous week, was almost amazing. I had kept tab on the sales record for the two weeks, and the records showed that while the signless window had disposed of only \$1.00 worth of the cleaner, the one having a sign in it sold over \$9.00 worth.

I have concluded that in order to make a display work to the utmost, it should always be accompanied by price tags. If the display is a "solid" one a single big placard should be used; if it consists of a variety of articles each individual item should be marked.

Milwaukee, Wis. H. F. ZIMMERMANN.

THAT QUININE AND ASPIRIN INCOMPATIBILITY.

To the Editors:

I have read in several pharmaceutical journals, the BULLETIN among the number, that quinine sulphate and aspirin are incompatible, and, in fact, poisonous.

I can't, however, reconcile the incompatibility with my experience in combining the two drugs. I have filled dozens of prescriptions for the mixture and have never yet heard of any untoward effects resulting. Indeed, I have gone further—I have taken the combination myself, with beneficial results.

I am filling a prescription nearly every day now, which calls for a mixture of aspirin and quinine in solution. It is the doctor's standby for whatever he gives it.

So, in practice at least, I can't agree with the statement that the combination of the two drugs is incompatible. J. F. SMITH.

Bishopville, S. C.

[NOTE BY THE EDITORS.—Mr. Smith has been quite fortunate in his dispensing of aspirin with quinine, for there have been reported several well-authenticated cases in which the combination has been taken with unfortunate results.]

THEY READ LIKE WAR ORDERS.

To the Editors:

While employed at Veteran, Alberta, I had occasion to fill two prescriptions, and I believe BULLETIN readers will agree with me when I say that they were—to use a slang expression—"some" orders.

A rancher who had 200 head of sick cattle called in a veterinary surgeon to prescribe for them. The doctor wrote two prescriptions: one for 50 pounds of fluidextract of gentian, 50 pounds of fluidextract of ginger, and 10 pounds of tincture of capsicum; the other for 25 gallons of wood alcohol, 5 pounds of iodine crystals, and 15 pounds of sulphuric ether.

Needless to say, I was unable to fill the prescriptions until I received a considerable part of the ingredients from the manufacturers.

Lethbridge, Alberta.

J. E. McNEIL.

This is sure one good druggist's magazine, and I take lots of comfort reading it. You certainly have some good articles!

Langdon, N. D.

C. A. SPELLMAN.

FLORAL DEPARTMENT.

As to my opinion of the BULLETIN, that is very easily expressed; *I don't want to miss a single copy.* As long as you maintain your present high standard I shall continue to be numbered among your subscribers.

Los Angeles, Cal.

J. J. NESOM.

The best dollar I spend each year, and the one for which I get the most for my money, is the dollar that pays for a year's subscription to the BULLETIN OF PHARMACY, and that is no bunk either.

J. W. GIESBURG.

Kansas City, Kans.

In my opinion you have the best drug journal on the market. I only wish you could publish it twice a month.

A. H. Box.

Pembroke, Ont.

No journal comes to my desk that is of more real interest or more instructive value than the BULLETIN OF PHARMACY.

Sidney, Ohio.

F. D. CHRISTIAN.

We consider the BULLETIN is the best of the five journals we take, and enjoy everything in it from cover to cover.

Medina, Tenn.

DR. T. ANDREWS & SON.

The BULLETIN OF PHARMACY is truly a live magazine and I certainly enjoy reading it and look forward for the next edition.

San Jose, Cal.

A. FORNI.

I am out of the drug business at present, but I want to keep abreast of the times and the BULLETIN does the work.

H. A. TALLEY.

Yuma, Ariz.

We cannot get along without the BULLETIN, and congratulate you on publishing the "Best one of them all."

R. H. TUCKER.

Reidsville, N. C.

The excellence of your journal would force me to forego any other subscription rather than yours.

J. S. SEGURA.

New Iberia, La.

The best journal that we get.

Milan, Tenn.

FLIPPIN DRUG CO.

THE SODA FOUNTAIN.

MAKING FANCY ICE CREAMS.

At the 1916 meeting of the Oklahoma Association of Ice Cream Manufacturers, according to a report published in the *International Confectioner*, F. A. Beeler had the following to say concerning the manufacture of fancy ice cream:

"It requires the best ingredients to make a high-class product and a standard ice cream, one which is delicious and wholesome and pleasing to sight, taste, smell and touch, and at the same time possessing the maximum of food value. This is truly a scientific process and one which requires constant care and the exercise of great skill.

"The art of freezing and hardening is the most difficult to acquire and is only exceeded in importance by that of positive and correct modern sanitation.

"Our theory is that a single mix should supply the fundamental or primary foundation of the plain and all fancy ice-cream products, and that mix should be well balanced with choice ingredients and properly stabilized. This primary product, standard vanilla ice cream, should be smooth and velvety, and the various ingredients thoroughly emulsified and evenly distributed when the cream is frozen in the machine.

"After freezing in the machine and discharging the cream is in a soft and mushy condition. Then is a most excellent and successful time to change or convert it from plain standard vanilla to any of the popular stock flavors of fancy catering ice creams. To convert it into strawberry you can mix into it preserved or jammed or sugared fresh or canned strawberry fruit, adding, if so desired, sufficient harmless red color to produce the shade or tint to please your customer. No artificial strawberry flavor should be used. First-class strawberry jam is made by mashing together one heaped gallon of stemmed, ripe, fresh, clean berries, with nearly two gallons of white cane sugar and then bringing and holding to a boil for six minutes.

"A chocolate ice cream is made in a manner similar to that of strawberry, by mixing with the desired quantity of soft vanilla ice cream, when it comes from the freezer, a sufficient amount of syrup, made by melting two pounds of bitter chocolate or cocoa and two pounds of white cane sugar and one pint of water, then adding the proper amount of caramel or brown color to produce the desired shade or tint required.

"These or similar methods are used in making all fancy ice creams from fresh frozen vanilla ice cream, simply by mixing with it immediately after it comes from the freezer the syruped fruits or nuts, flavors and colors desired, and immediately thereafter packing and hard-freezing.

"For fancy figure molding, fill the pewter molds with hardened ice cream, using a common putty knife to force the ice cream into the matting and irregular shape of the mold. Force the sides of the mold together and let stand, then open and remove the molded figure and place in the hardening room or cabinet. With a single mold the product is unlimited.

"Ice cream will lose its velvety texture when allowed to soften in the package and then rehardened or repacked; therefore, ice cream should never be allowed to soften."

FOR MAKING "LONG, COOL" ONES.

LEMON SELTZER PUNCHERINO.

Squeeze half a lemon over a glass; to the juice add 1 ounce each of orange, pineapple and simple syrup; stir in 2 ounces of grape juice; shake with cracked ice; and fill the glass from the coarse stream.

GRAPE FLOAT.

Put a No. 10 cone of vanilla ice cream into a sundae cup, and pour over it $\frac{1}{2}$ ounce of ice-cold grape juice. Then sprinkle with chopped walnuts or other chopped nut meats, and crown with a maraschino cherry.

GRAPE SLIP.

Pure grape juice, 1 ounce; raspberry syrup, $\frac{1}{2}$ ounce; orange syrup, $\frac{1}{2}$ ounce; juice of $\frac{1}{2}$ orange; add $\frac{1}{2}$ glassful fine ice shavings, and fill glass with carbonated water; mix with a spoon. Decorate with fresh mint and seasonable fruits; serve with straws.

RED PINE PHOSPHATE.

Draw 1 ounce of pineapple syrup and 1 ounce of blood-orange syrup into a 10-ounce glass, add a couple of dashes of acid phosphate and fill up with plain soda, mixing with a spoon.

CYCLER'S FAVORITE.

Into a 12-ounce glass draw $1\frac{1}{2}$ ounces of cherry malt syrup, into this squeeze the juice of half a lemon and half a lime. Fill one-third full of fine ice and balance with carbonated water. Mix, decorate, and serve.

WILD ALFALFA.

Into a 12-ounce glass draw $\frac{1}{2}$ ounce of rose syrup, $\frac{1}{2}$ ounce of strawberry syrup, $\frac{1}{2}$ ounce of vanilla syrup, and $1\frac{1}{2}$ ounces of grape juice. Add a little fine shaved ice; fill with carbonated water, mix and decorate.

PEARY BRACER.

Into a mixing glass draw 1 ounce of mint syrup, $\frac{1}{2}$ ounce of lemon syrup, and 1 ounce of pineapple syrup. Into this break an egg, add a dash of bitters, two of acid phosphate and a little ice. Shake, fill with carbonated water and strain into a 12-ounce glass.

WILD CHERRY EGG PHOSPHATE.

Into a mixing glass draw $1\frac{1}{2}$ ounces of wild cherry syrup; into this break an egg; add a few dashes of phosphate, and a little ice; shake; fill with soda, and strain into a 12-ounce glass.

ICEBERG.

In an 8-ounce glass place 1 ounce of iceberg syrup, a dash of orange bitters, and fill the glass with carbonated water. To make iceberg syrup take 1 pint concentrated pineapple syrup, 1 pint concentrated vanilla syrup, 1 pint concentrated strawberry syrup, 1 pint concentrated raspberry syrup, 2 ounces of orange bitters, and 1 ounce of fruit acid. Mix these ingredients together thoroughly and add enough simple syrup to make 1 gallon. Color dark red with red fruit color.

LIME JUICE AND VICHY.

Into an 8-ounce glass of vichy shake a few dashes of lime juice. This is a fine summer drink, and a lively demand for it can be created if the lime juice is kept good and fresh.

THE LAYER PARFAIT.

The parfait, in its original form, consisted of ice cream mixed with whipped cream, the latter being worked up with the ice cream by means of a mixing spoon. The parfait has grown, however, like other confections, has been elaborated in many ways, and has assumed a great many varied forms. The latest of these is the layer parfait, which has recently become very popular, says a writer in the *National Druggist*.

The layer parfait is quite a confection in its way. It has ice cream for a base; nothing is more popular than ice cream, and thus the reputation of the parfait rests upon a firm foundation. The layer parfait also affords an opportunity of introducing many ingredients not commonly used at the soda fountain, and this makes it a winner with that large class which is always looking for something just a little different. The layer parfait may be simple or it may be served in a very

elaborate form; in other words, it may be adapted to suit all tastes. It has so many good points that it is well worthy of any dispenser's consideration.

The layer parfait is sometimes dispensed in four, five, or even six layers, but the more layers the more work, and the more time consumed in dispensing. Three layers work very well; a layer of ice cream at the bottom of the glass, then a layer of the added ingredient, with a layer of ice cream to top off. Whipped cream is often added, and no doubt improves the confection, but whipped cream is one of those things which may be omitted without doing any material damage. It is a mistake to have a drink too elaborate to serve quickly. If it is a good drink and in demand you cannot serve it quickly enough to fill the demand.

We offer herewith a number of formulas.

A tall, narrow tumbler makes the best for serving, and a six-ounce glass is about the right size.

APRICOT PARFAIT.

A layer of ice cream, a layer of preserved apricots sliced into medium-sized pieces, and top off with a layer of ice cream. A little whipped cream adds to the compound.

BANANA PARFAIT.

A layer of ice cream, a layer of sliced bananas, a layer of ice cream to fill the glass. Pour a dash of banana syrup over all and top off with whipped cream, if desired. This affords a fresh fruit parfait whenever bananas are in season, which means practically all the time.

CAKE PARFAIT.

A layer of vanilla ice cream to fill one-third of glass, then a layer of any kind of cake desired to fill another third, then a layer of vanilla ice cream to fill the glass. Crumble the cake and place it in the glass lightly, but do not pack. A dash of strawberry syrup over all will add to the confection. Various kinds of ice cream may be used. Top with whipped cream if desired.

CHERRY PARFAIT.

A layer of vanilla ice cream to fill one-third of glass, then a layer of whole candied cherries to fill another third, then a layer of vanilla ice cream to fill glass. Pour a dash of the liquor which the cherries came in over the whole. The contrast between the bright red cherries and the vanilla ice cream makes a very handsome confection.

Top with a whole cherry.

CHOCOLATE DROP PARFAIT.

A layer of vanilla ice cream to fill one-third of glass, then a layer of chocolate drops to fill another third, then a layer of vanilla ice cream to fill glass. Something out of the ordinary and popular with young girls.

COCOANUT PARFAIT.

A layer of chocolate ice cream to fill one-third of glass, then a layer of cocoanut to fill another third, then a layer of chocolate ice cream to fill the glass. The contrast between the white cocoanut meat and the dark chocolate ice cream is striking.

This is an unusual combination and will prove a trade-winner. In five thinner layers it shows up in a still more striking fashion. Top with whipped cream.

WASHING LUNCHEONETTE DISHES.

Every well-regulated luncheonette should have a properly organized system of washing dishes, and this should be adhered to strictly, says the *Soda Fountain*. First of all, dishes should be collected, thoroughly scraped, not with a knife, but with a rubber plate scraper. This saves the decorations from becoming marred. Refuse should be put into a covered container and so disposed of at once before it dries onto the dishes or calls insects. Dishes having sticky or greasy foods such as egg or meat should be rinsed in warm water. This only takes a moment, and all those of a kind should be sorted together.

Clean, hot, soapy water should next be employed for washing the dishes. If a dish washer is used, the problem is a fairly simple one, as all particles of food are removed by rapidly revolving hot suds, but where

the dish cloth is employed constant supervision is necessary.

At least half a dozen should be provided and a clean one taken once or twice a day, the cloth being thoroughly washed and scalded several times. Those having been used during the day should be soaked over night in a small jar of soda solution, washed, boiled, and dried in the fresh air each morning. If these precautions are attended to, there will be no sour, slimy, greasy, half-rotten rags used about the food utensils. That disease is transmitted by carelessness of this kind can scarcely be doubted.

After dishes are washed in hot soapy water they should be thoroughly rinsed in clear water. Dishes not properly rinsed are sure to be rough to the touch and this is a testimony of carelessness.

Plenty of clean, freshly-ironed towels should be provided. These should be of three varieties and are best of different patterns, so that they may be easily distinguished. A checked linen glass toweling that will not leave lint, a plain bordered Russian crash for crockeryware, and a bordered dark linen for coarser dishes and cooking utensils will prove an economy, as each will be used for its respective purpose, and so be in good condition.

It is always the duty of somebody to see that any system is followed. Irresponsible or careless help may or may not realize the importance or necessity of this, and it should be the duty of the one in charge of the luncheonette service to see that dishes are washed and cared for so that fastidious people may eat from them with impunity.

Silver properly washed after each using requires much less cleaning. Careful dish washing is one of the threads that goes to make the cable of luncheonette success.

INSTRUCTIONS TO DISPENSERS.

Dispensers at the soda fountains of George W. Loft, the well-known candy man, are furnished with little booklets containing directions for the conduct of the fountain. Some of these directions, according to the *Voice-Salesman*, are as follows:

"Dispensers must be in on time and ready for business when the store opens. You must not leave the fountain at any time without notifying the manager.

"The ideal dispenser must have clean hands and nails. The barber shop is on the visiting list of the ideal man and he keeps in close touch with it—unless of course he prefers to use a safety himself. A dispenser who needs a shave shocks the sensibilities of refined people, while a clean-shaven man is an attractive personality.

"Pleasant, quick, clean service attracts patronage. See that you apply yourself in this capacity.

"See that the fountain is iced early in the morning. If necessary, ice it at night before leaving. When it is once warm it takes an extra quantity of ice to re-cool it.

"See that your carbonator is working properly, or, if you use tanks, see that the carbonated water is sparkling and well charged with carbonic gas. Remember, the colder the water, the more gas it will absorb and the more snappy it will be.

"Counters must be kept clean and dry.

"Glasses must be kept clean and dry polished at all times.

"One can of chocolate must be kept in the cooler and cold, so as to be cold when poured in jars at the fountain.

"No man is allowed to hold more than three glasses in his hand at a time when drawing soda.

"When handling soda glasses they must never be placed one inside the other.

"Scrapers must be kept in ice-cream cans and scoops stuck clean across them at all times.

"Great care must be used in keeping soda holders and spoons cleaned and polished. This is very important.

"Always see that the water jacket on your hot-water urn is at least half full of water before you light the gas. This is very important.

"At night before going home, clean counter slab, polish glasses, soda holders, sundae cups, draft arms, syrup pumps, and work-board. Clean chocolate, milk and cream tanks out every night and scald pumps from these tanks. See that the floor back of your fountain is kept clean and dry at all times. This is important.

"Change soda strip signs every day."

PALATE TICKLERS.

CHOCOLATE POPCORN SUNDAE.

The usual cone-shape measure of chocolate ice cream. Use well-popped corn from which all the hard unpopped kernels have been removed. Sprinkle this very liberally over the ice cream, dressing down with a spoon so that the popcorn will stick to the sides and top of the ice cream. Cover with an ounce of very heavy hot chocolate sauce. Top the whole with a large spoonful of whipped cream. You will find few sundaes that will look, taste or sell better than this one.

KALEIDOSCOPE SUNDAE.

Place a small disherful of chocolate ice cream and the same quantity of vanilla ice cream in a sundae cup. Upon the chocolate ice cream put half a ladleful of caramel dressing with a chopped pistachio nut and a whole green cherry. Upon the vanilla ice cream put a half ladleful of marshmallow dressing and decorate with cocoanut and one red cherry. Place a lady-finger between the two parti-colored mounds.

STRAWBERRY SHERBET SUNDAE.

Get a box of fresh strawberries. Hull and cut the berries in half and place in a fruit bowl. Squeeze the juice of two oranges into another bowl. To this juice add one-half pound of granulated sugar. Pour over the fresh strawberries and stir all together until the sugar is dissolved. In the usual sundae dish place a measure of ice cream. Over the ice cream pour a ladleful of orange-strawberries and top with whipped cream. This has a novel flavor and is very pleasant and successful.

SUPERBA PUNCH.

Lemon syrup, one pint; strawberry syrup, one pint; orange syrup, one pint; solution acid phosphate, one and one-half ounces; one orange, sliced. Put into a punch bowl. To dispense, put one and one-half ounces into a mineral water glass and fill with carbonated water. Top off with a maraschino cherry and serve with a straw.

CREME DE MENTHE CREAM SUNDAE.

Strip the leaves from two dozen good stalks of mint. Chop the leaves fine and rub them to a pulp with one-half pound granulated sugar, add a little water, and heat until the sugar is dissolved. Stir this well and add two or three drops of vegetable green color and the juice of a lemon.

Pour an ounce of this mint syrup over a ten-to-quart cone dipper of ice cream. Sprinkle with chopped black walnut meats and cover with whipped cream. This makes a very tasty dish and quite a novelty.

SEPTEMBER EVE.

Strawberries, crushed, 1 tablespoonful; raspberries, 1 tablespoonful; pineapple, crushed, 1 tablespoonful; grape juice syrup, 1½ fluidounces; vanilla extract, dash; milk, 1 fluidounce; ice cream, 1 tablespoonful; crushed ice, enough.

Shake well and fill the glass with fine stream from fountain. Serve with a spoon.

CARAMEL NUT SUNDAE.

Chop together equal parts of pecans, English and black walnuts and pistachio nuts. Mix with heavy caramel syrup. Pour enough of this dressing over a small disherful of vanilla

ice cream on a sundae dish to make an attractive frozen delicacy.

FIG WALNUT SUNDAE.

A large cone of ice cream is placed on a plate or sundae dish. A liberal spoonful of chopped figs is scattered over the ice cream, and another of chopped walnuts. Cover well with rich whipped cream and top with a creme de menthe cherry. Served daintily, it looks fine, tastes good, and will make a winner.

HARVEST MOON.

Cherry syrup, 2 fluidounces; cream, ½ fluidounce; egg, one; Angostura bitters, 2 dashes. Make like egg phosphate.

CHOCOLATE OYSTERETTE SUNDAE.

After turning a size 10 cone of vanilla ice cream out in a silver sundae cup, place four chocolate-covered oysterette crackers at equal distances on the sides of the cone, cover with a little heavy chocolate sauce, dust the top with chopped nuts, pecans preferred, and serve with a spoon and a small glass of ice water.

CONTROLLING THE COLD TASTE OF ICE CREAM.

A principle of physics controls the cold taste of ice cream. If an ice-cream manufacturer wishes to have his ice cream taste cold a long time he can do so by making simple changes in the cream mixture he freezes, the actual temperature of the frozen cream having little to do with it. The scheme has been worked out by chemists of the Iowa State College.

The scientific principle, according to the *Pacific Drug Review*, is that of specific heat. The specific heat of an article is the intensity of heat needed to raise its temperature a given number of degrees, or, in effect, the rapidity with which the article takes up heat. Water is taken as the standard, and scientists know the specific heat of most substances compared with water. These chemists carefully worked out the specific heat of milk, cream, and various other dairy products, discovering that pure cream has a low specific heat and that fatty substances do not take up heat so quickly and effectively as does water.

This explains why sherbets and other ices taste so cold when they first reach the mouth, but do not give the cold taste long. They have a high specific heat and quickly take up heat from the mouth, then melt.

With ice cream the more fat there is in the formula the lower the specific heat. Accordingly a very fat cream will not taste disagreeably cold at first, but a spoonful of ice cream in the mouth will maintain its cold taste longer. Thus the cold taste can be controlled by the amount of fat used.

TENDENCY TOWARD SHORT FOUNTAINS.

An interesting development in the manufacture and sale of soda fountains, according to the *Canadian Pharmaceutical Journal*, is said to be the decreased demand for long fountains. More small fountains are being sold than ever before, and this tendency is likely to become more pronounced.

There are reasons back of this development, one in particular being the fact that the best customers of the soda fountain manufacturers are the drug store, which because of lack of floor space, prefer the short fountains. Confectionery stores and department stores have been the principal purchasers of the large fountains.

The drug store is preëminently the distributor of soda water and ice cream. The public appreciates the convenience, the cleanliness and the quick service of the average drug store. There is an intelligence found

in drug stores as a rule in catering to the best class of trade that is not always to be found in stores operated by those who do not keep pace with public demand in such things. It is the opinion of many who are in close touch with the trade every business day of their lives that the drug store is coming more and more to the front for the excellence of its soda fountain service. Some of the drug stores have set an example in this respect that has lifted the dispensing of soda water to a plane that leaves no place for the fountain where service and quality are not the key-notes.

LEMON JUICE THAT WILL KEEP.

It is not at all times convenient or inexpensive to secure good lemons; when, however, it is, here is a way, described by the *Confectioners' Gazette*, which will enable the druggist to prepare the juice for future use:

Strain any convenient quantity of expressed juice through a cloth and then mix the liquid with about one-fourth its volume of powdered talc and shake for about 15 minutes. Then place aside for half an hour. Next shake again for a few minutes and once more let stand, after which filter through paper, add ten per cent of sugar to the filtrate and bring to a boil.

During this time place the bottles to receive the juice in a kettle of water, fill them with water and boil them in the kettle. Empty the bottles, pour in the boiling lemon juice as quickly as possible and close up at once with a good cork previously dipped into paraffin. Juice prepared in this manner is said to possess unlimited keeping qualities.

HOW TO WHIP CREAM.

Cream to whip readily should be of moderate richness and not too fresh. The average milkman's cream is too thin, the cream sold in small jars in the city too thick. By diluting the thick cream with nearly an equal amount of milk you will have it right. Have the cream cold and turn it into a large cold mixing bowl. Surround the bowl with ice water. Beat with a wire whip such as bakers use and whip until thick. Try to lift the cream upward as you beat, but not with a stirring motion. When thick enough add powdered sugar and vanilla extract.—*Pacific Drug Review*.

A SIMPLE MILK TEST.

The purity of milk is tested in Germany in a simple way. According to the *Spatula*, a polished knitting-needle is held upright, dipped in the milk, and immediately withdrawn. If the milk is pure, some will adhere to the needle; but if water has been added, even in small proportions, it will come forth quite clean.

CHECKING UP THE ICEMAN.

The weight of a cube of ice (in pounds) is its length, width, and thickness (in inches) multiplied together, and divided by 30.

BUSINESS HINTS

The Bulletin of Pharmacy as an Ad-writing Aid.—

Halls & Dolson, proprietors of the Owl Drug Store, Nogales, Arizona, run advertisements in their local paper twice a week. The ads take the form of short, snappy paragraphs and are run in a column of the paper headed, "The Owl Says." A reproduction of an owl adorns a space in the upper left-hand corner of the first paragraph of the column.

Material for the advertising paragraphs is obtained, according to Mr. Dolson, as follows: "We read the BULLETIN OF PHARMACY and get many good ideas from it. After reading the various articles we adapt the ideas to suit our needs and use them in newspaper ads twice a week. Here are a few of the paragraphs so obtained which have been used recently:"

THE OWL SAYS:

We have the funniest calls for articles in our drug store. The other day a customer called for some Confounded Theatrical Pills. We sent him down to Dr. Wills of the Lyric Theater, who sent him back to the store for Compound Cathartic Pills. By this time we think he is happy.

Skin games—men travel over the country selling imitation Aspirin tablets and a lot of other drugs used in prescriptions. We pass those fellows up every time, as we buy only the "genuine" from responsible wholesalers.

We make club rates on magazines or we will deliver your favorite publication to your home each month the day it arrives. Leave your list at our store and be sure of getting the ones you want. When you see our assortment of magazines you are looking at the largest and best assortment in town. Ask us for a catalog of club rates.

The other day a boy came in the store and wanted some "Ticklish" bath soap. The bath soap we sell is not ticklish, but it removes the tickle from the skin. What he wanted was Turkish bath soap. We sell it—10 cents a cake or 12 for a dollar.

Owl "Gargle" for a rusty throat; Owl Emulsion for clinging coughs; White Pine and Tar for night coughs; Hobson's Cold Tablets for cold in the head.

"Good-bye Fly" if you use our Poison and Sticky Fly Paper or Insect Powder. Use borax in garbage cans; it will prevent fly eggs from hatching.

New amber eye shades just received; if the sun hurts your eyes, get behind a pair of them—50c and \$1.00.

Saturday, at the Fountain, all the root beer you can drink for a nickel—it's good root beer, too.

A hint to the married man—your wife still likes candy, and will appreciate some of our new stock, just in.

If your wife can't cook, don't divorce her: eat at our fountain and keep her for a pet.

Three registered druggists. We have had years of experience in the drug business.

We deliver free and freely.

HALLS & DOLSON,
Your Druggists.

After the advertisements have appeared in the paper extra copies are secured, the ads cut out, and pasted on cardboard reproductions of a large owl, thus linking up with the store name. The pasteboard "owls" are then posted in conspicuous positions around the store.

Plain Language for Ads.—

The wisdom of using plain every-day language when composing "copy" for newspaper ads is well brought out in the following extract, taken from an address delivered by George L. Munn, of Springfield,

Mass., before the Massachusetts Retail Jewelers' Association and printed in the *Keystone Weekly*:

"Isn't it wonderful how differently we talk when we push a pencil instead of wag a tongue? Remember the preacher whose sermon on 'The Personal Devil' made a big hit because he was so 'full of his subject?' A series of the best advertisements I ever saw were written by an old furniture dealer who in desperation sat down and put on paper the very things he said to customers: 'That set is genuine 'way through. Its joints are all dovetailed. That's where the two pieces of wood sort of grip each other, like shaking hands. No glue in that, 'tain't needed. And they won't fall all to pieces when they're hitched that way. You'll pay a few dollars more for a set like that, but you'll hand it over to your great grandchildren some day, and it will be just as good as new.' He was talking honestly, in his own honest style, about honest goods, and he did business.

"The unhappy ad-smith who wrote, 'If you want to have a fit wear our shoes,' wasn't careful to write as he talked. He would never have said that to a customer. Words must be treated as fairly as show-windows. You can't dump any old mouthful of words into an ad, or any old armful of goods into a window and get results. The world is pretty simple-minded after all. Lincoln got himself understood because he stuck to the plain and limited language of plain folks, and we are all plain folks. Even Henry James was revealed as a man of very simple make-up when stern necessity drove him to it, and what necessity is sterner than making a business go? The average man or woman has mighty few words in stock, compared with the cold-storage heap in the dictionary. They are the words that are used every day. You use them, I use them, we hear them all day long. Base your ad talk on your spoken talk and you will not go far astray. Give people credit for being impressed with something besides shrieks and wild verbal war-dances.

"Begin your ad with the beginning of the subject. Don't imitate the lightning bug, which is said to be 'a beautiful bird, but hasn't any mind. He dashes through this world of ours, his headlight on behind.'

"Get your headlight on in front, so that folks can tell at once which way you are going. If it is 'fountain pens' you are talking about, say 'fountain pens' in the headline. Treat your headings exactly as the news-editor treats his. He tells the whole story in snappy brief. He assumes that people will read what follows either because the heading draws them or because they are interested in the subject."

The Right and Wrong of Figuring Percentage.—

Probably the majority of merchants make use of percentage in figuring profits and marking prices, but beyond that its application in its simpler form is largely for statistical purposes.

It seems to be true, remarks a writer in the *American Penman*, that the average person is unable to cope with the ordinary problem in percentage if it goes beyond one operation.

Failure to couple the rate with its base leads to many very common errors. The problem which follows will illustrate my meaning:

"An article costing \$50 was marked to sell at 40 per cent above cost. If a discount of 40 per cent was

afterward allowed, was there a gain or loss, and how much?"

Give this problem to almost any group of people, with the possible exception of a few merchants making frequent discounts, and half of your people will immediately say that there is neither a gain nor a loss. Of the remainder who may suspect that some change has taken place, few will be able to say offhand that there has been a loss.

This is due almost wholly to the failure to grasp the idea that the rate of per cent represents a fractional part of the base, and that in problems such as the one just given, there are two distinct bases, the second being 40 per cent greater than the first, and that, therefore, the second percentage will be 40 per cent greater than the first, thus making the discount 40 per cent, or 16 per cent of the original cost.

It is necessary to get the idea that there is no equality between rates of per cent unless their bases are equal, and, furthermore, that no comparison can be made between them until they have been reduced to terms of the same unit value or to per cents of the same base.

The mention of any number of per cent is meaningless unless we couple with it a specification of our basis of computation.

Dunning Letters.—

"Form" dunning letters are inefficient, according to the *Publishers' Guide*. They lack point. They do not convince. A form letter is easily recognized. The man who receives a mimeographed dun immediately comes to the conclusion that he is not singled out personally, but is included in a mass. If the firm has so many outstanding debts, and is so rich that it can afford the luxury of resorting to "form" letters, he is not likely to worry.

Every debt is worth a personal effort. A letter written to each man, to suit his particular case, is convincing, and usually brings results. In case the total amount is not settled, a portion is paid; while the number who ignore or make excuses is few compared with the total who respond.

A personal letter to each debtor is economy, for it brings returns, and whatever brings the greatest return, economically, is efficient.

Required of the Man in Charge.—

A manager must learn, says the *Confectioners' Gazette*:

- To talk directly to the point.
- To decide quickly in emergencies.
- To infuse loyalty among employees.
- To waste no time in non-essentials.
- To insist on quality in service rendered.
- To find and stop leaks that sap profits.
- To hold heads of departments to strict account.
- To plan ahead, and anticipate both needs and dangers.

To get rid of inconsequential callers quickly yet courteously.

To understand details, but leave their execution to subordinates.

To promptly detect and remedy any jar or friction in the business machinery.

PRACTICAL PHARMACY

Formula Proposed for the A. Ph. A. Recipe Book.—

Among the formulas proposed for incorporation in the A. Ph. A. Recipe Book are the following, which were printed in the March issues of the *Journal of the A. Ph. A.*:

THEATRICAL COLD CREAM.

Spermaceti	125 grammes.
White wax	120 grammes.
Liquid petrolatum	560 grammes.
Sodium borate	5 grammes.
Distilled water	190 grammes.

To make1000 grammes.

Melt spermaceti and wax, add liquid petrolatum, and continue the heat until the mixture is uniform. Dissolve sodium borate in the water and apply sufficient heat to bring this solution to the same temperature as the oily solution. Add the aqueous solution *all at once* into the oily solution and stir until congealed.

It will be noticed that this is a modification of the U. S. P. formula for *Unguentum Aquæ Rosæ*. During cold weather the quantity of liquid petrolatum may be slightly increased. This cold cream can be perfumed according to taste by using the very expensive oil of rose or the cheaper oil of geranium or any other suitable perfume, such as terpineol, neroli, ionone, muguet, etc.

BLUE WRITING FLUID.

Methylene blue	1 gramme.
Glycerin5 Cc.
Water	500 Cc.

A cheap and good writing fluid, well adapted as an ink for writing labels and for fountain pens.

ASTRINGENT AND ANTISEPTIC FOOT POWDER.

Alum, powdered	60 grammes.
Tannic acid	5 grammes.
Salicylic acid	2 grammes.
Orris Root, powdered	33 grammes.

Mix them and divide into packages of about 2 grammes each or make into suitable sized tablets.

SOLIDIFIED ALCOHOL.

Alcohol	1000 Cc.
Stearic acid	60 grammes.
Sodium hydroxide	13.5 grammes.

Dissolve the stearic acid in 500 Cc. of the alcohol. Dissolve the sodium hydroxide in 500 Cc. of alcohol. Warm each solution to 60° C. Mix them and pour into suitable containers which have previously been warmed to 60° C. and allow to solidify.

Denatured alcohol or wood alcohol may be used in place of alcohol to make a cheaper product, and the mixture may be colored, if desired, by the addition of suitable coloring material.

All members of the American Pharmaceutical Association are invited to send suitable formulas for possible inclusion in the book, and also criticisms of proposed formulas, to the chairman of the committee, who is Otto Raubenheimer, Brooklyn, N. Y.

An Economical Water-bath.—

A cheap and useful water-bath can be made at slight expense from the ordinary flat-sided cans used for oils and liquids, according to a statement in the *American Druggist*. Five- and ten-pound cans are the most useful sizes, although smaller cans may be utilized.

To make the water-bath cut a round hole in the narrow side of the can farthest away from the outlet; smooth the edges with a file or solder on a round strip of tin or copper. Fit a perforated cork into the outlet of the can and insert a piece of glass tubing bent at

right angles, the upright arm being long enough to reach the top of the can. This tube acts as a water gauge and always indicates the level of the water in the water-bath. If desired, rings of different sizes fitting on top of one another can be made by any tinsmith from sheet tin or copper, similar to those on the ordinary water-bath, so that vessels of varying sizes can be placed over the opening.

The total cost of such a water-bath need not exceed 25 cents if one is handy with tools, and would cost about 50 to 75 cents if a tinsmith were called upon to make the utensil more finished in appearance.

Incorporating Ichthyol in Ointments.—

At a recent meeting of the Baltimore Branch of the A. Ph. A. there was discussed the non-solubility of ichthyol in oils and a method suggested by which ichthyol might be incorporated in fatty ointments.

The procedure is to spread a thin film of the fat over a considerable surface of the ointment slab, then place the ichthyol on this, add the rest of the fat and incorporate immediately. Any portion of ichthyol allowed to stick to the slab or exposed unprotected to the air for even a short time is likely to dry out hard and form specks which will not rub out and which make the ointment unsightly.

Things Worth Knowing.—

The following disconnected bits of information appeared originally in the *Chemist and Druggist* of England:

Liquid paraffin may be emulsified, but cannot be saponified.

Mucilage of acacia should not be used to suspend bismuth salts, because it tends to "flake" them. Tragacanth for bismuth is the ideal suspending medium.

An old 4-ounce jar and cotton-wool (absorbent) make an excellent label dampener. Fill the jar with the wool; then soak with water, and renew when necessary.

A mixture of glycerin (5 parts) and liniment of soap (95 parts) is an excellent lubricant for suppositories and pessary molds, giving a brilliant smooth polish and a perfect "slip-out" from the mold.

Mucilage of acacia mixed in equal proportions with liquid extract of cascara or other liquid extracts before adding to other ingredients will produce an elegant mixture instead of an unsightly one.

Handling of Corks.—

A Vienna publication, says *Meyer Brothers Druggist*, recommends the following suggestions for the handling of corks: The store-room must be dry, as in a damp room the corks attract moisture, in consequence of which molds attach themselves to the corks, and they acquire not only an unpleasant, musty odor, but a bad taste easily communicated to the contents of bottles stoppered with them.

Lay the corks for at least two hours before use in a clean basket of peeled willow, lined with a clean packing cloth, and sprinkle with a little sprinkling can, repeating the sprinkling every half-hour, using clean, pure, cold water only. Before each sprinkling shake the basket energetically. Corks treated in this way, or, as it is called in the trade, "a la Preissnitz," are perfect and complete bottle stoppers.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Deodorants and Depilatories.

W. H. W. asks: "Will you please supply me with a formula for a perspiration deodorant and also with formulas for cream, powder, and liquid depilatories?"

DEODORANTS.

The following have been suggested for use in treating odorous perspiration:

- (1) Salicylic acid.....2 scruples.
Oleate of zinc.....1 troy ounce.
Powdered starch.....2 troy ounces.
- Mix. Apply freely to the affected surfaces.
- (2) Exsiccated alum.....2 drachms.
Boric acid.....2 drachms.
Salicylic acid.....15 grains.
Elderflower water.....8 fluidounces.
- Mix. Apply with a soft sponge.

DEPILATORIES.

Practically there is but one class of chemical compounds used to remove superfluous hair; the efficiency of the preparation depending upon the presence of a sulphide and a caustic alkali.

The following formula produces a typical liquid compound that is used in this connection:

Barium sulphide.....	15 parts.
Caustic potash.....	1 part.
Water.....	84 parts.

The barium sulphide must be in a fresh condition. The solution is put into small, glass-stoppered bottles, preferably amber in color. A light application of the liquid to the affected areas is made and is left on for two or three minutes, or until a tingling sensation manifests itself. The hair should then be scraped off with a dull knife and the skin washed with warm water to remove all traces of alkali.

Here is a formula for a depilatory cream:

Powdered quicklime.....	1 part.
Sodium carbonate (dried).....	1 part.
Lard.....	8 parts.
Perfume.....	enough.

Apply a thin layer and remove after two or three minutes.

A depilatory powder may be made as follows:

Barium sulphide.....	5 drachms.
Powdered soap.....	1 drachm.
Talc.....	7 drachms.
Wheat flour.....	7 drachms.

In using, mix one teaspoonful of the powder into a paste with three teaspoonfuls of water, and apply to the parts with a small shaving brush in a moderately thick and even layer. After four or five minutes the parts should be moistened with a sponge, when after another five minutes the hair can be removed by washing off the mass.

Too long contact of depilatories with the skin should be avoided, as they are likely to cause erosions and

ever ugly sores. To avoid any bad after-effect, the skin should be thoroughly cleansed and then anointed with some bland oil.

From an Egyptian Subscriber.

J. N. K. (Zeitoun, Egypt) writes:

1. "Some time ago I was called upon to compound the following:

Aspirin.....	3 grammes.
Pyramidon.....	1.5 grammes.
Cognac.....	15 grammes.
Syrup of Codeine.....	30 grammes.
Water.....	100 grammes.

"As aspirin is not completely soluble in water (1 part dissolves in 125 parts of water) I added 1.5 grammes of sodium bicarbonate in order to produce a clear solution. Was I correct in doing so or did I destroy the therapeutic value of the mixture?"

2. "I would also like a formula for making a 'fluid tolu, soluble' to be used in preparing syrup of tolu.

3. "Can you tell me the name of a good work on industrial chemistry and also where it may be obtained?"

1. When aspirin is mixed with bicarbonate of soda it is probable that a salt of aspirin is formed which shortly is converted into sodium acetate and sodium salicylate. As the therapeutic efficiency of the aspirin is thus destroyed it is inadvisable to effect solution by the means you adopted. The aspirin should be dispensed separately or the prescription put out as a shake mixture.

2. A "soluble tolu" for use in making syrup of tolu may be prepared as follows: Mix 200 Cc. of alcohol with 400 Cc. of glycerin, and dissolve 100 grammes of balsam of tolu in the mixture with the aid of heat, avoiding loss by evaporation. Next add 400 Cc. of water, and allow the mixture to become cold. Pour off the milky liquid from the resinous precipitate (which latter is to be rejected), mix it with 10 grammes of magnesium carbonate, by trituration, and filter. Lastly, pass enough of a mixture of one volume of alcohol and two volumes of water through the filter, to make the whole filtrate measure 1000 Cc. A mixture of 32 Cc. of this preparation with 468 Cc. of syrup yields a product which may be used as syrup of tolu in all cases where the official preparation is not required.

3. "Industrial Chemistry," edited by Professor Allen Rogers of Pratt Institute, New York City, is the title of a book which is said to contain much valuable information on the subject. The American edition is published by the D. Van Nostrand Co., 25 Park Place, New York City, at the price of \$5.00 net; the English edition is obtainable from Constable & Co., Ltd., London, England, at the net price of 24 shillings.

Safety Matches.

H. G. C. writes: "Please publish directions for making the so-called 'safety' matches which will light only when struck on the surface of the box."

Each factory uses its own methods and chemical mixtures, though in a general way the latter do not vary greatly. It is impossible here to give a full account of the different steps of manufacture, and of all the precautions necessary to turn out good marketable matches.

However, in the manufacture of the ordinary safety match the wood is first comminuted and reduced to the final shape, and then steeped in a solution of ammonium phosphate (2 per cent of this salt with 1 or 1½ per cent of phosphoric acid), or in a solution of ammonium sulphate (2½ per cent), then drained and dried. The object of this application is to prevent the match from continuing to glow after it has been burned out. Next the matches are dipped into a paraffin or stearin bath, and after that into the match bath proper, which is best done by machines constructed for the purpose. Here are two formulas for the "composition":

1. Potassium chlorate, 2000 parts; lead binocide, 1150 parts; red lead, 2500 parts; antimony trisulphide, 1250 parts; gum arabic, 670 parts; paraffin, 250 parts; potassium bichromate, 1318 parts.

2. Potassium chlorate, 2000 parts; lead binocide, 2150 parts; red lead, 2500 parts; antimony trisulphide, 1250 parts; gum arabic, 670 parts; paraffin, 250 parts.

Rub the paraffin and antimony trisulphide together, and then add the other ingredients. Enough water is added to bring the mass to a proper consistency when heated. Conduct heating operations on a water-bath. The sticks are first dipped in a solution of paraffin in benzine and then are dried. For striking surfaces, mix red phosphorus, 9 parts; pulverized iron pyrites, 7 parts; pulverized glass, 3 parts; gum arabic or glue, 1 part; water, q. s. To make the matches water or damp proof, employ glue instead of gum arabic in the above formulas, and conduct the operations in a darkened room.

A Fly Chaser.

E. A. D. writes: "Will you please publish a formula for a 'fly chaser?' I would also like to know the names, subscription prices, and addresses of several monthly pharmaceutical journals which publish price-lists of drugs and chemicals."

The following has been recommended for use in combating the fly nuisance:

Oil of pennyroyal.....	2 fluidrachms.
Oil of citronella.....	4 fluidrachms.
Camphor liniment.....	2 fluidounces.
Cottonseed oil, enough to make.....	16 fluidounces.

Mix thoroughly by agitation.

This preparation is to be applied freely to any exposed parts. It may also be sprayed around the premises frequented by the flies. Strips of cloth or paper dipped in the mixture and then hung up in different parts of the room likewise aid in causing the pests to keep their distance. A mixture of one part of phenol, or one part of a coal-tar disinfectant, with 30 parts of kerosene, when sprayed around or placed in shallow dishes, is also said to be an effective fly repellent.

Among the drug journals which publish monthly price-lists are the following: The Druggists Circular, subscription price \$1.50, 100 William Street, New York City; The American Druggist, subscription price \$1.00, 62 to 68 West Broadway, New York City; and The Western Druggist, subscription price \$1.00, 536 South Clark Street, Chicago, Ill. It should be borne in mind, however, that owing to unsettled market conditions, price quotations in the various lists are partly nominal. The prices given are those prevailing in the city where

the journal consulted is printed. For smaller quantities than those quoted and in markets more distant from the source of supply owing to the cost of transportation, an advance should be expected.

Leading jobbers and manufacturers, in many instances, issue monthly or yearly prices-current. These lists may be obtained, free of charge, from any of the firms issuing them.

Whitewash that Will Stick to Wood.

B. F. M. writes: "What is added to whitewash to make it stick to wood and withstand rain, snow, etc.? In the southern part of Pennsylvania the people whitewash nearly every wall and fence, and the coating remains indefinitely. How do they succeed?"

Various substances, such as burnt alum and casein, are sometimes added to whitewash to make the coating more durable. Salt in the proportion of one pound to the gallon is quite commonly recommended.

The United States government uses the following coating for painting lighthouses, and it effectually prevents moisture from striking through:

Take of fresh Rosendale cement, 3 parts, and of clean fine sand, 1 part; mix with fresh water thoroughly. This gives a gray or granite color, dark or light, according to the color of the cement. If a very light color is desired, lime may be used with the cement and sand. Care must be taken to have all the ingredients well mixed together.

In applying the wash, the walls or other surfaces must be wet with clean fresh water; then follow immediately with the cement wash. The wash must be well stirred during the application. The mixture is to be made as thick as can be applied conveniently with a whitewash brush. It is said to be admirably suited for brickwork, fences, walls, etc., but it cannot be used to advantage over paint whitewash.

To Make a Smooth and Uniform Face Wash.

A. V. O. writes: "I make several different preparations for barber's use, and one of them, a face wash, gives me considerable trouble. Here is the way I make it: I soak one ounce of gum tragacanth in a quart of water for 24 hours and then add to it 15 grains of menthol dissolved in 8 fluidounces of spirit of camphor and enough water to measure one gallon. How should I proceed in order to obtain a smooth, uniformly mixed face wash?"

First of all, we suggest that you replace the gum tragacanth with an equal amount of the powdered article. Put the tragacanth in a dry mortar, add from 4 to 8 fluidounces of glycerin, and triturate until a smooth paste results. Then add, all at once and with rapid stirring, the whole amount of the water used. With this primary mixture incorporate the spirit of camphor in which the menthol has been dissolved. If all of the camphor will not stay in solution, cut down on the amount of camphor solution used, replacing it with an equal volume of alcohol. A still better product would result if you would include about 15 per cent of alcohol in the preparation.

Your second query is not clear to us. Please send it in again, stating whether the amounts of the salts call for "grains" or "grammes."

Artificial Extract of Lemon.

R. H. N. writes: "Please publish a good formula for an artificial extract of lemon."

A fairly satisfactory substitute for the Simon-pure "essence" or "extract" of lemon may be prepared by using a mixture of oil of lemon and citral (obtained from oil of lemon-grass) in diluted alcohol. Here is a working formula:

Citral	4 drachms.
Oil of lemon	4 fluidounces.
Alcohol	4 pints.
Water	4 pints.

Dissolve the citral and the oil in the alcohol; add the water, previously warmed, slowly, in small portions, with constant stirring.

This preparation should not be filtered through talc or magnesia, as to do so causes an appreciable part of the oil to be removed. Warming gently will usually remove any cloudiness, or the same end may be gained by replacing part of the water with alcohol. Lemon extract prepared in accordance with the foregoing formula should be labeled "artificial" or with some similar term in order not to conflict with the Federal Food and Drugs act.

Bait for Luring Fish.

E. A. D. asks: "What is a good lure to use on the bait for catching fish?"

We wish we knew; if we did, the knowledge would save us many a labored explanation when we return from a day or two spent in whipping favorite trout streams. However, as followers of the sport sometimes insist on using preparations intended to lure fish we will print a couple of popular formulas.

Oil of rhodium	3 parts.
Oil of cumin	2 parts.
Tincture of musk	1 part.

Mix.

Peruvian balsam	1 part.
Oil of mirbane	1 part.
Anhydrous alcohol	4 parts.

Mix.

To use these "lures" a drop or two of the mixture is placed on each fresh bait.

Solid Perfume.

H. L. H. writes: "Please tell me what to use as a base in the manufacture of the so-called solid perfumes? I want something that will have a consistency similar to that of lip pomade."

Solid perfumes are composed of solid paraffin, wherewith the essential oils of any particular bouquet have been blended, while liquid, in the proportion of $\frac{1}{2}$ to 1 fluidrachm of the perfume to 1 ounce of paraffin. Melt the paraffin on a water-bath, and allow to cool without stirring and without removing from the water-bath; when the "melt" becomes creamy, stir in the perfumes, and pour the mass to the depth of $\frac{1}{8}$ to $\frac{1}{4}$ inch into a tin previously brushed with suppository-mold soap solution, or pour into individual molds. When the mass sets, score the surface to the size of cakes desired. If the foregoing produces a cake of too hard a consistency the mass may be softened by including a little liquid paraffin.

Owing to the fact that solid perfumes have to be made with a greasy base, it is not practical to use them on delicate silks. To do so would spot the fabric.

Universal Liniment.

Y. Brothers write: "We would like a formula for an ointment resembling the so-called 'Universal Liniment'."

There are many kinds of preparations offered under the title of "Universal Liniment," but the following is a sensible combination and is said to furnish as good a product as any:

Liniment of camphor	2 fluidounces.
Cottonseed oil	2 fluidounces.
Yellow wax	2 avoirdupois ounces.
Infused oil of henbane	8 fluidounces.
Solution of lead subacetate	1½ fluidounces.

Melt the wax, add the oils, allow to cool, and when fairly cool, thoroughly incorporate the lead solution with the mixture.

Infused oil of henbane may be made according to the formula for "infused oils" on page 115 of the National Formulary.

Dry Cleaning Paste.

E. J. B. asks: "Will you print a formula for a dry cleaner in paste form that will work in gasoline?"

The following is taken from the literature:

Stronger ammonia water	21 parts.
Alcohol	9 parts.
Water	23 parts.
Oleic acid	47 parts.

Mix the acid and the alcohol, add the water, and finally the ammonia water, with constant agitation.

We are not familiar with the composition of the various proprietary compounds of this nature which you mention.

Lime-water and Simple Syrup.

H. G. C. (Ontario, Canada) asks: "Will you please print directions for making lime-water and simple syrup?"

Full working directions for making these two preparations are to be found in the United States Pharmacopœia, the United States Dispensatory, and the British Pharmacopœia. At least one of these books is probably in your possession.

Dutiable Books.

H. G. C. writes: "I am a Canadian subscriber to the BULLETIN, and I would like to know if I would have to pay any duty if I were to order one or more of the books on drug-store business published by E. G. Swift."

The Canadian government requires that a duty of 33½ per cent be paid on all books, similar to those published by the BULLETIN, entering into Canada.

To Mend a Glass Graduate.

H. C. writes: "I have knocked a piece of glass, about one-half square inch in size, out of a 20-ounce graduate. What can I place over the hole in order to use the graduate for rough purposes?"

Try covering the hole with a thin sheet of mica held in position by means of silicate of soda (water-glass) solution.

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THE MONTH'S HISTORY

SMASHING BOOZE-SELLING DRUG STORES.

Out in the State of Washington they are wrecking "drug stores" because they sell whisky; yes, actually wrecking them!

Officers of the law go in with saws and axes, and when they get through the so-called drug stores look like cyclones had struck them; counters are sawed into sections; shelving is torn down; prescription cases demolished; show-cases smashed.

A new "dry" law went into effect in January, and it is apparent that a certain class of drug stores have been quite active in violating its provisions. Alcoholic spirits must be ordered through the county auditor's office, and the amount of business transacted in some sections is said to be appalling. New stores, known as "dry law" stores, have sprung up, and it is from these, mostly, that the trouble

is experienced. A place of this character in Seattle, according to the prosecuting attorney, obtained permits for 150 barrels of whisky and 247 barrels of bottled beer between February 22 and April 7.

Legitimate druggists are, of course, up in arms, for an odium is cast on their business and on the entire profession; so, in Seattle, they are heartily in accord with Mayor Gill's policy of "smash 'em up!" In one store damage estimated at \$10,000 was wrought by an official wrecking crew, sledge-hammers and axes being wielded right and left. A number of offending owners of stores have been arrested.

* * *

INCREASING MEMBERSHIP.

A representative of the BULLETIN happened to be present last month at the Springfield meeting of the Illinois Pharmaceutical Association, and the experience was altogether a pleasant one. Despite the competition of the Republican National Convention, held the same week in Chicago, the attendance was very satisfactory, and applause greeted the statement that during the last year nearly 400 new members had been secured.

The most vital necessity felt by all the State associations, indeed, is that of increasing the membership. If an association is to succeed in its legislative efforts, and succeed also in its many other activities, it must speak in a representative way for a large number if not for the majority of druggists in the State. To this end it was voted at Springfield to get out a monthly paper during the coming year. This will be in the form of a four-page supplement to the "C. R. D. A. News," a publication issued by the local organization in Chicago.

Most of the new members secured this year in Illinois were largely obtained by the members of the Illinois Pharmaceutical Travelers' Association. One man alone got something like 60 druggists into the fold, and the travelers, as a whole, did excellent work. As in

several other States, they had charge of the entertainment features at the Springfield meeting, and everything went off with a hum. The banquet at the St. Nicholas Hotel was largely attended by druggists, travelers, and their wives, and a thoroughly good time was enjoyed. There were many cabaret features, and the speeches were severely limited to five minutes.

* * *

PRACTICAL MEETINGS.

The travelers made one constructive suggestion to the pharmaceutical association, and that was that more attention be paid to subjects of work-a-day interest to druggists in general. There should be papers and discussions on practical merchandising problems of financial importance to every druggist in the State. This, the travelers thought, would not only assist in increasing the membership, but would bring out a larger attendance at the annual gatherings.

The newspaper to be published during the coming year by the association will doubtless prove of great value in building up the organization, but the time will undoubtedly come when every State association will have to employ a paid organizer. This has been done in Iowa and perhaps certain other States as well. If we mistake not, the membership of the Iowa association was practically doubled the first year an organizer was employed, and a live, virile society has been worked up that could be secured in no other manner.

In order to give particular value to the proceedings at the Springfield meeting this year, there were several addresses of a special type. James H. Beal gave an address on anti-narcotic legislation in general and the Harrison law in particular. Thomas H. Potts talked on "Price Maintenance." Harry B. Mason discussed "Modern Merchandising Methods." Dr. H. M. Whelpley was also in attendance and addressed the convention on two or three occasions.

* * *

BOTH BOOKS READY IN JULY.

Joseph P. Remington, chairman of the revision committee, states that the new U. S. P. has been declared official September 1, 1916, and that he sees no reason why the book should not be issued early in July. "The report that the various State legislatures will have to ap-

prove the book by special vote will probably cause no disturbance," continues Professor Remington. "In some States it may be necessary; in others, the question has never been raised. It is a precautionary measure by the States to obviate the possibility of some one questioning the constitutionality of the Pharmacopœia."

The new National Formulary will also be ready for distribution in July, with the following schedule of prices: Muslin, plain, \$2.50; buckram, plain, \$2.75; buckram, interleaved, \$4.00. The book has been completely revised and is larger than preceding editions. The Midland Publishing Co., Columbus, Ohio, has been appointed general sales agent, and the following sub-agencies are announced: The Baker-Taylor Company, New York City; the Chicago Medical Book Company, Chicago; L. S. Mathews Company, St. Louis, Mo.; and the *Pacific Drug Review*, San Francisco and Portland.

* * *

THE PROPRIETARY ASSOCIATION OF AMERICA.

The manufacturers of proprietary remedies, realizing that they are facing antagonism from several different quarters, have been engaged for a number of months in what the *Pharmaceutical Era* designates as "getting their house in order." A year ago it was decided to exclude from membership in the national association manufacturers who did not comply with the standard of ethics officially adopted; and at the annual convention, held in New York in May of this year, it was reported that 1078 preparations had been submitted for examination.

The committee has had time to act on 611 of these, such matters as alcoholic and narcotic drug content, claims in advertising matter, and the wording of circulars, labels, etc., being considered. In some cases manufacturers were reprimanded for making too extravagant claims for their preparations, and in 37 cases the remedies themselves were only passed provisionally. The ultimate aim is to rob outside criticism of a part of its sting.

At the annual convention the following officers were elected: President, Frank A. Blair, of Foley & Company, Chicago; first vice-president, W. H. Gove, of the Lydia E. Pinkham Company, Lynn, Mass.; second vice-president, Allen F. Moore, of the Caldwell

Pepsin Syrup Company, Monticello, N. Y.; secretary-treasurer, Charles P. Tyrrell, of the Syracuse Medical Company, Syracuse, N. Y.

* * *

THE CANADIAN PROPRIETARY ARTICLES TRADE ASSOCIATION.

A similar organization is the Association of Canada, but the problems faced in the Dominion seem to be of a different character. Much attention was given at the twentieth annual convention, held in Montreal, to what the association considers unfair methods adopted recently by certain wholesale druggists. It is said that jobbers have been ignoring price lists supplied by manufacturers, and that they have entered into agreements to mark up prices on the one hand, and on the other to discourage the sale of goods that do not net them a satisfactory profit.

The association decided to combat such action by giving detailed consideration to the idea of establishing depots, or selling agencies, throughout the Dominion. "Patent" medicine sales constitute about 50 per cent of the volume of Canada's wholesale drug business, it is stated, and the issue involved is an important, not to say vital, one. It was pointed out that the cost of distribution in the manner suggested would not exceed 5 per cent.

* * *

WILHELM BODEMANN'S BIRTHDAY.

A birthday party may mean much or little. When a man is 70 years old and the occasion represents a celebration arranged by friends who really want to pay a tribute of well-merited affection and respect, it means much.

There can never be but one Wilhelm Bodemann, and Mr. Bodemann can never have but one seventieth birthday—although his friends hopefully proclaim that they expect to help celebrate his hundredth; so on the evening of the ninth of June the Sage of Hyde Park was asked to lend his presence to the occasion, which he did with appropriate modesty and appreciation. The Chicago Veteran Druggists' Association took a leading part in the festivities, President Theophilus Schmid presiding at the dinner, and O. G. Hottinger acting as toastmaster. Mr. Bodemann was presented with a solid gold fountain pen. I. M. Light and Thos. Potts were among the speak-

ers, and letters and telegrams were read from scores of absent well-wishers.

"I enjoy good health, a wealth of friends, and a happy home—what can I want more?" demands Herr Bodemann.

* * *

THE NATIONAL ASSOCIATION OF DRUG CLERKS.

We learn from the national organ of the clerks' association that 284 delegates were registered at the sixth annual convention, held in Chicago in June. If this showing is indicative of membership in proportion to that usually enjoyed by organizations somewhat similar in character, it may be deduced that the clerks' association has attained a size that warrants it some consideration. However, no statement was made as to what the membership actually is.

The principal issues discussed were shorter hours, Sunday closing, "perpetual" registration, the appointment of drug clerks on boards of pharmacy, the abolition of the assistant pharmacist title, price protection, and the Harrison law.

The officers elected for the coming year are: President, P. F. Coffey, Chicago; first vice-president, Henry J. Steining, Lafayette, Ind.; second vice-president, Frederick J. Killabee, St. Louis, Mo.; third vice-president, J. A. Orr, Philadelphia, Pa.; secretary and treasurer, P. A. Mandabach, Chicago; national organizer, J. F. Miser; and editor-director of publicity, Paul J. Mandabach.

* * *

A NEW METHOD!

Two men, one about 25 and the other about 35, walked into John G. Warczak's drug store, in Chicago, stated that they were special revenue officers, and had come to inspect Mr. Warczak's stock of narcotics. One of them drew back his coat and permitted the druggist to get a fleeting glimpse of some sort of a badge.

After checking up the supplies on hand, they informed Mr. Warczak that his stock exceeded requirements and that they would have to take a part of it to the Federal building. They wrapped up \$16 worth of morphine and codeine tablets and half an ounce of cocaine, shook hands with the druggist, and went out.

"This," says the *C. R. D. A. News*, "is the latest improved way of separating the drug-

gist from his narcotics." The two men were not revenue officers, and they have not yet been apprehended. Watch out for them!

* * *

CIGAR PRICES MAY ADVANCE.

Theorizing, we are told, won't lower the price of leaf tobacco, the increased charge for labor and service, the added cost of transportation, the price of boxes, or the disposition of the tobacco beetle to lay eggs! And because all these factors as well as a few others are pressing themselves upon the attention of manufacturers, we are cautioned not to be surprised if cigar values take unto themselves a slight enhancement.

And the manufacturer faces a hard problem. Cigar prices have been somewhat rigidly "set" for years; and precedent is one of the hardest things in the world to overcome. Some manufacturers, doubtless, will reduce the quality of their goods rather than face the music. But there are those who won't; those who will maintain grade and charge for it.

* * *

The importance of glycerin to the nations at war in Europe is reflected by the regulations adopted in England. It may be used in drug stores only in cases where it is essential as a drug and for no other purpose whatever. It cannot be employed in the manufacture of toilet or cosmetic preparations, nor can it be sold over the counter. A number of manufacturers of proprietary preparations have found it necessary to employ a sticker setting forth the fact that some other ingredient has been substituted for glycerin.

* * *

The Manufacturing Perfumers' Association is planning to have the week beginning July 24 devoted to window and inside displays of toilet goods and to be known as "Summer Comfort Week." Talcums, soaps, complexion creams, and allied products are to be pushed aggressively.

* * *

The Board of Health of Fremont, Ohio, has decreed that ice-cream vending wagons and push carts must desist from disposing of their wares as heretofore, and as a result all peddlers of this class have gone out of business.

THE SAUNTERER

So strongly has the importance of service been preached to the druggist by pharmaceutical association speakers, trade journal writers, and lay publication contributors, that he is occasionally obsessed by the idea that he must do everything in his power to satisfy the wants of a patron.

Not long ago I needed some blades for a razor which is not commonly carried in this section of the country. Happening into a drug store kept by an acquaintance of mine I asked him casually if he had them, informing him at the same time that I knew of only one store in town where they were sold.

He replied that he did not have them, but would send his messenger boy to one of the local wholesalers and procure them for me. I told him not to bother as I was shortly going to be near the store where they were on sale and would get a package myself. He insisted, however, so I told him to go ahead.

That night he called me up to say that he had been unable to locate a supply, but that he would surely have them for me the next day. I was without a usable blade, but owing to his evident anxiety to be of service I again told him to go ahead.

The next day it was the same story, and in order to get a shave I had to go to a barber shop—a time-consuming procedure which is irksome to me. On the third day he got me the blades.

As a result of the transaction the druggist was out the time his messenger had spent in useless search, and I was inclined to be dissatisfied because I had had to hang around a barber shop an hour each of the three days before the blades finally were delivered.

Too much "service" was the cause of my near-dissatisfaction. The druggist in an honest—and commendable—endeavor to save me trouble had in reality put me to some little inconvenience. It would, perhaps, have been better had he let the matter drop after I told him that I knew a place where the blades could be procured. I would have appreciated his desire to help, and we both would have been saved considerable bother.

It is as bad to overdo a thing as to underdo it.

EDITORIAL

THE SUPREME COURT AND THE HARRISON LAW.

The Harrison antinarcotic law, in operation since a year ago last March, has met with what is considered in some quarters to be a serious setback. In a decision handed down in June, the Supreme Court of the United States held that the "possession" clause applied only to those who might legally register under the act, and not to those who are not permitted to register. A producer, an importer, a manufacturer, a physician, a druggist, a dentist, a veterinarian, and a few others—these may register. Other people may not, and it is not unlawful for these "other people" to have narcotic drugs in their possession.

An addict may have morphine or cocaine in his possession; there is no law preventing it or making it a crime. It is held by well-informed attorneys that State laws which cover this point are swept aside and nullified by the Supreme Court decision.

Is the point a vital one? It would seem that it is. Moreover it would seem that this same principle might be applied to the possession of alcoholic liquors in States with airtight prohibition laws. Possession may no longer be taken as presumptive evidence of guilt.

It is said that the present session of Congress will be asked to repair the breach caused by this decision, although how this may be done is not yet known, a number of schemes having been suggested.

The first draft of the Harrison bill, we are told, was a stamp-tax proposition; stamps were to be placed on the proscribed drugs when they were sold, and only original packages could be disposed of. This idea was abandoned because of the inconvenience it would cause, but it may be deemed advisable to return to it, particularly in view of the fact that the drug trade has been so patient, not to say pliable. It is thought that after the past year's experience with the Harrison law, as interpreted by the Revenue Department, druggists, at least, will stand for almost anything.

At any rate, it is the general opinion that

some radical change must be made in the law, for as it stands now after being emasculated by the Supreme Court decision it is undeniably too weak to serve fully the purpose for which it was intended.

It is interesting to note that "Mr. Justice Hughes and Mr. Justice Pitney dissented." This dissenting on the part of Justice Hughes must have been among the last of his judicial acts before he resigned from the bench to become a candidate for the highest office in the gift of the American people.

OUR REVISED STANDARDS.

Druggists should take particular pride in the fact that the two books on which their professionalism is based are standards in every sense of the word and invested with the authority of law. Nothing could more firmly fix the status of pharmacy.

The revision of these two books, therefore, becomes a matter of some importance—of more importance now than ever before, for the present editions are the first to appear since the Food and Drugs act came into effect. This fact was fully appreciated by the revision committees of both the Pharmacopœia and the National Formulary.

There have been many changes made in both the U. S. P. and the N. F. With reference to the Pharmacopœia, two of these have received quite a degree of publicity: the substitution of the term milliliter for cubic centimeter, and the deletion of whisky and brandy.

"Mil" is a more accurate term than "Cc.," although as far as the actual practice of pharmacy is concerned the discrepancy is trifling: less than half a drop in a quart of water. But, as Professor Scoville says in an article elsewhere in this issue of the BULLETIN, a revision of the U. S. P. is now almost as much of an international as a national affair. The British Pharmacopœia uses the term "mil" exclusively. Moreover, in this country the U. S. Bureau of Standards adopted it, abolishing the old term; and its use has been approved by the International Committee on Weights and Measures. The revision committee, therefore, had little choice, and it must be conceded that it acted wisely.

The deletion of whisky and brandy was wholly due, we are told, to a failure to agree

on standards. "Straight" or "blended"—which should be set up as the standard? The problem is an intricate one, and one which is sure to come up again when the Pharmacopœia undergoes the next revision.

A little surprise was experienced in some quarters when it was learned the old, familiar Elix. I. Q. & S. had been deleted. This is due, it has been stated, to the fact that it was found impracticable to adopt a satisfactory formula. In the early stages of revision a formula was sanctioned, but before the work was completed this proved objectionable. So elixir of phosphates of iron, quinine and strychnine was left out of the book—a fact, however, which will in no sense decrease the use of this valuable preparation by the medical profession.

The ninth revision of the Pharmacopœia contains what may be termed "official abbreviations." There is now a certain way in which each title ought to be contracted—which imposes, among other things, just that much more of a burden on students. But all this must be expected. Pharmacy is becoming more scientific each year, and must therefore become more definite. This spirit is reflected in the new Pharmacopœia in many ways.

Coming now to the National Formulary, it is noted that the metric system is used exclusively throughout, as it is in the Pharmacopœia; and the term "mils," of course, supersedes the discarded "cubic centimeters."

The alcoholic strength of many preparations has been reduced, the aim being to have just enough alcohol in the formula to serve the purpose for which it is intended. With the Harrison law in mind, the narcotic content of a number of preparations has been reduced, also.

Morphine has been omitted entirely from the formula of Syrup White Pine Compound. However, another syrup has been added to the list—Syrup of White Pine with Morphine.

In keeping with the restrictions imposed by the Pure Food and Drugs act, saccharin has been eliminated.

There are more fluidextracts in the new book than there were in the old, and a new class, "fluidglycerites," has been added. Assay processes have been incorporated when practicable. Other features of the new N. F. are mentioned in an article by Mr. Hilton elsewhere in this issue of the BULLETIN.

Taken altogether, both the new Pharma-

copœia and the new N. F. will be found very satisfactory. They mark a distinct advance in the progress of our calling.

READ THEM!

One of the features of the BULLETIN this month is a group of papers under the general title of "Salesmanship," and we feel fortunate in being able to present three papers on this subject which contain so little sawdust.

Read the articles—all three of them! They will prove helpful.

Salesmanship is a big word—and it covers much more than a circus tent does; almost as much as the blue dome itself does. Do not expect ever to find a suitable definition of it, or to master fully all its branches; that, possibly, would be to attain the ultimate.

But there is no reason in the world why the merest tyro should not attempt to master a few fundamental principles and to base on them a few primary practices. There is nothing difficult about this.

There is no set system.

There is a science of music, but there are a million "tunes!"

WHAT HAVE YOU GOT TO SAY?

Mr. Leo. A. Kane, 42 Triangle, Buffalo, N. Y., says he would like to see the following theme discussed in the BULLETIN: "Advocating the use of telephones and delivery service." What have our readers got to say on this subject? Let us hear from you.

Again the enforcement of the Goldwater ordinance, New York, has been held in abeyance, the court granting a further extension of time for the filing of briefs. It is stated that a decision will not be handed down by the Appellate Court until fall or early winter, and that meanwhile, by virtue of an attorney's agreement, no attempt will be made by the Health Board to put the measure in operation.

At Bluffton, Indiana, the drug stores are not open Sundays from 12 to 2 in the afternoon, and close on that day at 7 in the evening. Bluffton, Indiana, is the home of President Stout of the N. A. R. D.

PROFITS AND EARNINGS

A NORTH DAKOTA STATEMENT.

Here is a man who makes his business year end in March: this statement was drawn not quite a week after St. Patrick's Day.

The statement is made out very nicely until we come to the item of expense. Expenses for the year are stated to be \$1365.99, and less than a quarter of an inch below we encounter this entry: "withdrawals for personal account, \$1561.22."

We have no way of knowing just exactly what this last entry means, but we have little

1. Cash received from all sales and book accounts.....	\$ 9313.31
2. Book accounts beginning of year.....	\$ 549.
3. Book accounts end of year.....	\$ 419.
4. Difference in book accounts.....	\$ 130.
5. Net sales for the year.....	\$9183.31
6. Inventory of stock beginning of year.....	\$ 2630.43
7. Purchases during year.....	\$ 6000.00
8. Total cost of merchandise.....	\$ 3030.89
9. Inventory of stock end of year.....	\$
10. Net cost of merchandise sold during year.....	\$ 5599.54
11. Gross profits.....	\$ 3583.77
12. Current expenses.....	\$ 2927.21
13. Net profits.....	\$ 656.56
14. Total income from business.....	\$

choice but to accept it as the proprietor's salary. It should therefore be added to expenses before we proceed further in an analysis of the business. Expenses, therefore, must be set down as \$2927.21.

Sales for the year are \$9183.31, cost of goods sold \$5599.54, and gross profit \$3583.77.

Subtracting the \$2927.21, expenses, from the gross profits, we get a net profit of \$656.56.

We find the percentage of gross profit to be 39; of expense, 32; of net profit, 7.

A NORTH CAROLINA STATEMENT.

Gross profit, in percentage, is 38.7, the percentage of expense is 25.5, and the net profit is 13.2 per cent.

The manager of this store is a close student

1. Cash received from all sales and book accounts.....	\$12097.61
2. Book accounts beginning of year.....	\$1638.00
3. Book accounts end of year.....	\$1314.15
4. Difference in book accounts.....	\$323.85
5. Net sales for the year.....	\$11773.76
6. Inventory of stock beginning of year.....	\$ 3097.80
7. Purchases during year.....	\$ 2841.38
8. Total cost of merchandise.....	\$10038.95
9. Inventory of stock end of year.....	\$ 2826.52
10. Net cost of merchandise sold during year.....	\$ 7212.43
11. Gross profits.....	\$ 4561.33
12. Current expenses.....	\$ 3028.54
13. Net profits.....	\$ 1551.79
14. Total income from business.....	\$

of business accounting, and a good business man, apparently. He says: "I have followed for several years in my annual drug-store state-

ments the form described at various times in the BULLETIN, and have just finished reading Mr. Mason's book, 'The Druggist and His Profits.' My own statement came out this year so like those of druggists who have about the same annual sales that you have commented on, that I couldn't resist the temptation to send the figures to you."

The record is so clear and the statement so accurate that we can find nothing to say, aside from this general commendation.

ABOUT PEOPLE

PRESIDENT OF THE TEXAS ASSOCIATION.

At the Fort Worth meeting of the Texas Pharmaceutical Association Z. E. Marvin was elected president.

Mr. Marvin is a native of Michigan; in 1901 he went from Adrian, 60 miles from Detroit, to the largest State in the Union. Ten years



Z. E. MARVIN.

ago he established himself in business in Dallas.

Mr. Marvin says he likes Texas so well that he expects to spend the remainder of his days there. And why shouldn't he like Texas? He has been successful from a business standpoint, and has achieved an unusual degree of popularity—as evidenced by his election to the office above mentioned.



Late in the afternoon of May 16, an employee of the Murgittroyd Drug Company, Spokane, Washington, turned in a fire alarm.

In all there were thirty lines of hose playing on the fire at one time.



At 11:00 that night officials of the company were able to get into the store to take the day's receipts from the cash register.

Gurley's drug store, Sanford, North Carolina—a large, commodious place and well equipped in every particular.



E. J. Runner, a druggist at Edgerton, Kansas, maintained a booth at a "Home Products Show" held in his town in December.]

Arthur Lee's store, Atlantic, Iowa, Mr. Lee standing behind the counter.





Helen Virginia Wolgamot, the five-year-old daughter of Mr. and Mrs. M. C. Wolgamot, Richwood, Ohio.



Twin sons of Mr. and Mrs. C. L. Reed, Hancock, Michigan—Leonard and Gilbert, two years old.

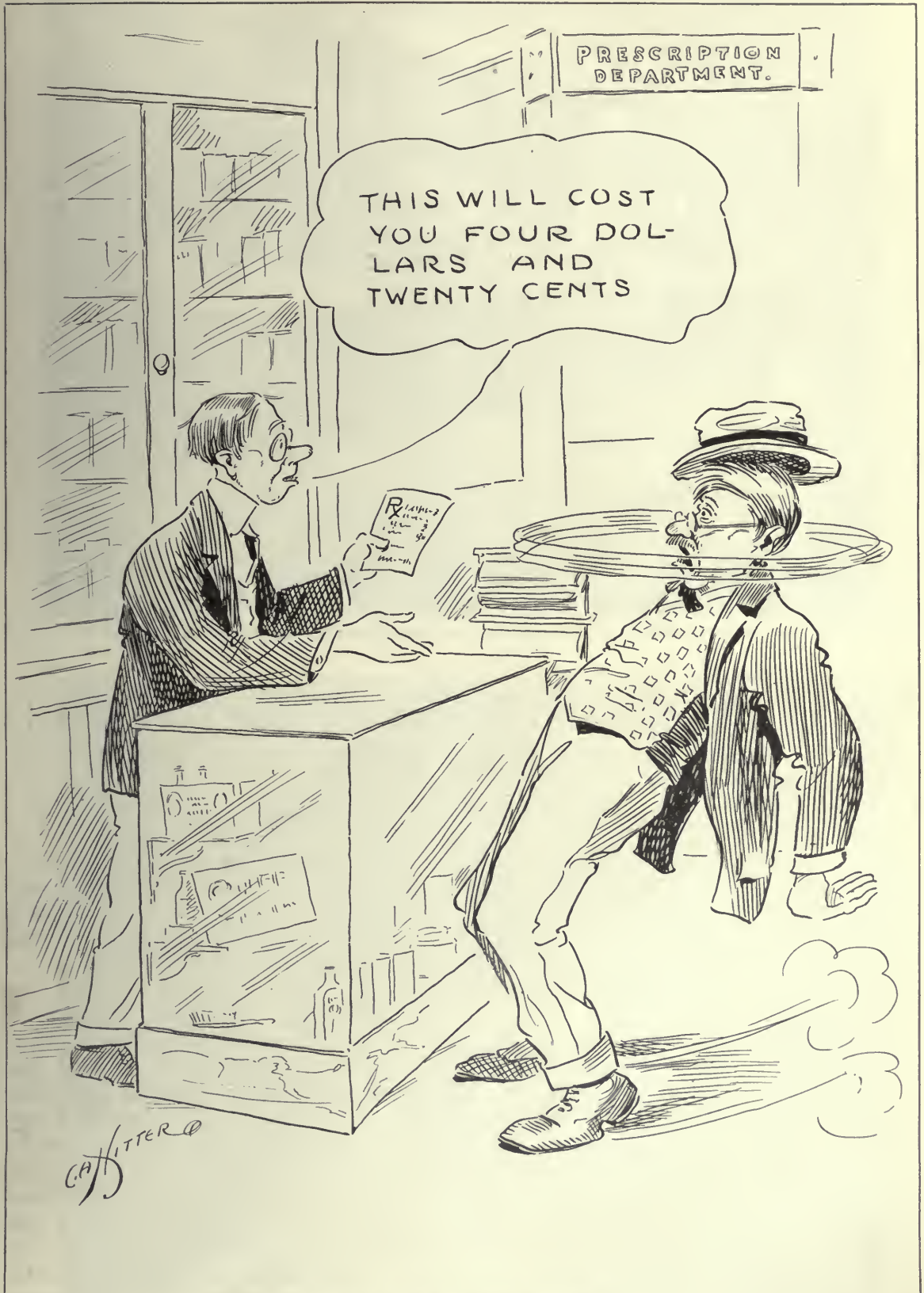


Frank Royal Purcell, Jr., five months old, son of F. R. Purcell, proprietor of Purcell Drug Company's store, Marlow, Oklahoma.



Two other sons of F. R. Purcell, Marlow, Oklahoma, doing their best to get on the outside of a large, juicy melon—and succeeding, too!

Druggists' Children.



When a feller needs a friend.



Situated in the heart of the financial district of the Hub, Baileys caters particularly to the men's trade. Notice the entire lack of signs.

POINTERS GAINED FROM SUCCESSFUL FOUNTAINS.

By A STAFF WRITER.

In the city of Boston there is a soda fountain outfit in one of the leading stores which has been in constant operation for more than ten years and over the counter of which, during the summer months, there has been dispensed an average of 100 gallons of ice cream daily.

Yet the working parts of this outfit, despite the heavy use to which they have been subjected, are apparently in as good condition as when first installed. The reason for this excellent showing is due, not to the fact that the fountain is of better construction than ordinary, but to the excellent care which has been given it. All exterior portions such as the slab, the workboard, the drafts, and the pumps have had a daily and complete cleaning, while the interior or hidden parts have been cleaned out thoroughly each week.

The subject of sanitation is, perhaps, a

hackneyed one, but its importance cannot be overestimated. Not only does cleanliness attract the discriminating but it also enables the dispenser to serve better drinks and to prolong the life of his apparatus.

CLEANLINESS THE BEST POLICY.

Syrups or ice cream stored in poorly cleaned containers in an improperly cared-for outfit cannot help but be contaminated. A fountain where dirt is allowed to accumulate, where syrup jars are refilled without washing, and where ice-cream packers are subjected to a cleaning only once in a season, is of necessity short-lived. But a fountain where the inside and outside parts are kept free from dirt, where jars are washed with hot water before filling, and where the packers and outlet pipes are flushed out once a week, is good for an almost indefinite period.

The manifest advantages of a sanitary soda fountain has awakened druggists to the necessity of giving the best service possible and has led to a general improvement all along the line.

According to the consensus of opinion of leading fountain owners throughout the larger New England cities, ice cream forms the basis of the majority of combinations put out over the present-day fountains. This means that the dispenser can command ten cents or more for each dish served and that he can give his patrons clean, wholesome products, properly made and of good quality.

Ice-cream soda is, of course, the most popular of fountain concoctions, and alert managers feature it in many different forms. Chocolate is the year-around favorite flavor, but since the tar-barrel strawberry has been displaced by the natural article, the latter finds strong favor during the season. Other fresh-fruit combinations also meet with ready demand.

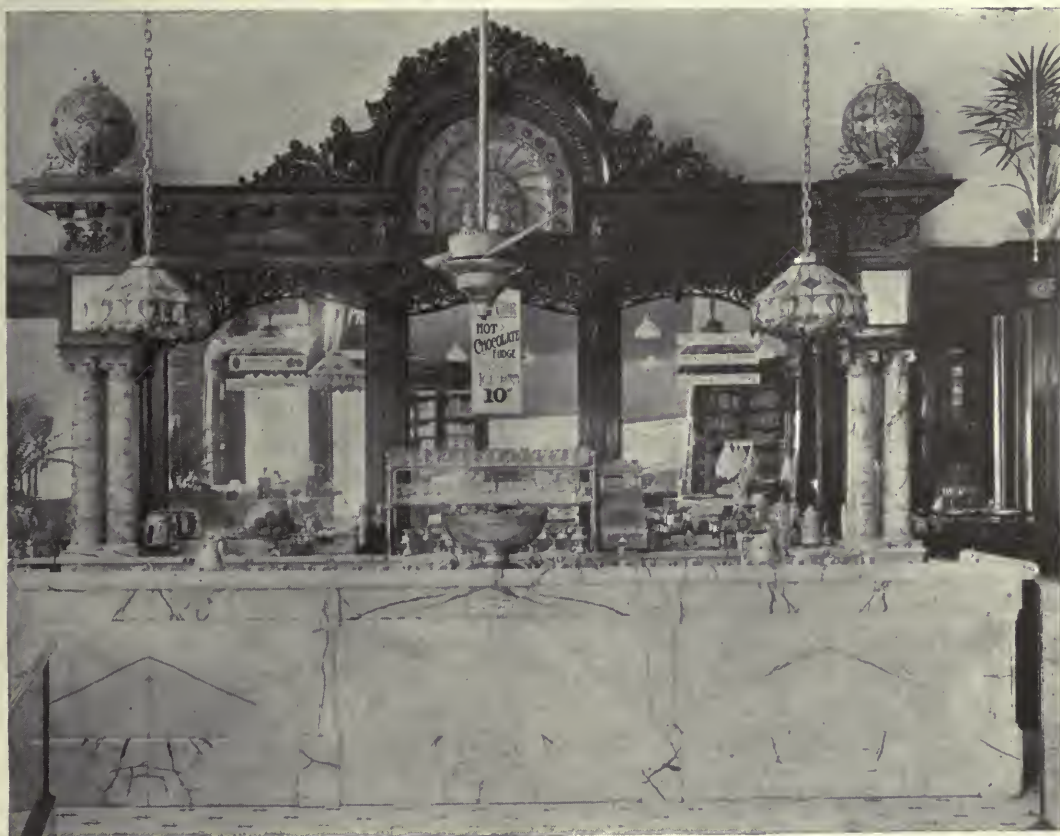
SPOTLESS SERVICE.

It is significant, perhaps, that along with the advance in the quality of ingredients used there is also evident an improvement in service.

At the better fountains nowadays one never sees a nicked glass or a silvered holder with the plating worn away. Neither are fly-specked straws in evidence; all straws are thoroughly protected from contamination, either by being stored in glass jars or packed in paper wrappers.

In many stores where ice-cream sodas are served, a paper napkin is inserted in the holder before the glass is placed therein. By so doing, dripping of the contents is prevented and the disagreeable cold or wet feeling of the glass itself is not noticed. Napkins for this purpose may be obtained from any dealer in fountain supplies, or they may be prepared by dividing the ordinary paper napkin into four pieces of equal size.

A fountain owner in a Maine city who enjoys the best and the most of the trade in his locality says that he has built up a reputation for his ice-cream sodas by instructing his dispensers to always prepare the drink in one way. There is nothing new in his method, but he claims that a rigid adherence to it has brought him much business. To make the drink, he first pours into the glass the required



This all onyx, American Innovation fountain is in the store of the Norris Drug Company, Huntington Ave. and Gainsboro St., Boston, Mass. The Boston Opera House, the Conservatory of Music, and Tuft's Dental College send much business to this store.

amount of syrup and sweet cream and then draws on the carbonated water, using the fine stream, until the glass is about half-filled. The ice cream is then added, and the glass filled with a rich, creamy foam, by means of the fine stream.

The drink made in this manner is completely mixed, so that the customer who takes it with a straw does not get the cloying effect



There is no slop or dirt behind this fountain—Baileys, State Street, Boston, Mass.

of the syrup which is common when the soda is made by dumping in the syrup, cream, and ice cream, and then shooting in the coarse stream to fill the glass.

COMBINATIONS LIMITLESS.

Next in popularity to the ice-cream soda is the sundae or the college ice. Here the number of combinations of ice cream or sherbet with various dressings, toppings, and sauces is almost limitless. The progressive dispenser can work out an endless variety of mixtures and sell them at prices ranging from 10 to 25 cents, according to his location and the worth of the ingredients entering into them.

Sundaes are served in various shaped dishes, depending upon the whim of the dispenser and the nature of the combination. A low, flat dish of liberal size is generally preferred, however, as it shows off the confection to better ad-

vantage and eliminates the danger of slopping or spilling common to tall or narrow dishes.

At a number of the busier fountains in the East silver-plated dishes are used. With them there is no chance for breakage, the silver gives a touch of richness to the service, dish washing is easier, and in the long run they are decidedly economical.

Considerable care is taken at most fountains with the preparations of the dressings and toppings used on sundaes. Fudges are kept warm in steam-jacketed holders, and whipped cream and fresh fruits are placed on heaps of crushed ice to insure their sweetness. Chocolate syrup, used as a dressing for sundaes and in chocolate sodas, is quite commonly dispensed from small silver pots rather than from syrup tanks. By using the small pot the syrup may be kept thoroughly mixed, a procedure which is impossible when the syrup is kept in a regular fountain jar. In addition, chocolate syrup, because of its heavy character, is not readily dispensed from a plunger tank. The small pot obviates that difficulty.

JUST DRINKS.

Five-cent drinks—phosphates, plain sodas, cream sodas, bottled beverages—are featured at but few of the larger fountains, as the tendency is to push the combinations which bring ten cents or more. The reason for this, as stated by the manager of three large fountains in the city of Boston, is that any attempt to push the five-centers takes the trade away from the larger-profit ones. He says that most customers buy sodas or sundaes not as thirst quenchers but as confections.

When, however, there is a demand for the cooling drinks, as during particularly hot days, this manager features a special such as lemon and lime, orangeade, cherry phosphate, or a similar beverage. He serves these drinks not in the small phosphate glass, but in twelve-ounce containers.

The extra cost is slight and the dry patron long remembers the fountain where a real thirst-quenching drink is served.

On especially hot days all solid drinks are made with half a tumbler of chipped ice in the glass.

Egg drinks, as phosphates, egg-and-milk, malted milk-and-egg, meet with a ready sale in New England, and particularly so in Massachusetts. Prices for plain egg combinations

are ten or fifteen cents when eggs are cheap, and fifteen or twenty cents when they begin to hit the 50-cents-a-dozen mark. It is a not uncommon sight to see large bowls of eggs on soda fountain counters with each egg stamped with the date of its laying. The customer has only to look at the date on the egg to be sure that he is getting a "strictly fresh" product.

AN ABSENCE OF SIGNS.

One noticeable feature of many of the larger fountains is the lack of a profusion of signs. Instead of covering every bit of available space with announcements of specials, only a few—sometimes no—cards are displayed.

HOW I MADE GOOD IN THE DRUG BUSINESS

Monthly Department of
PRIZE QUESTIONS AND ANSWERS

PRIZE PAPER: BY LOOKING AFTER EVERY POSSIBLE SALES OUTLET.

By HARRY E. CASSADY.

My success in the drug business I attribute to these things: location, the proper kind of advertising and window displays, a large and varied stock, judgment in buying, keeping my store and stock well arranged, and holding down overhead expenses to a minimum.

At the start I was lucky enough to get a lease on a store next door to the post-office, in the center of town, and on the transient side of the street. After having the front of the store remodeled according to my own ideas, and arranging the show-cases, shelves, bottles, etc., according to a systematized layout, I commenced to advertise by featuring an "Opening Day."

I had previously managed to buy an old foot-power press and had installed it in one of the rooms over the store. With a few extra fonts of type, besides those I already had, I proceeded to set up a handbill advertising the opening. An invitation was extended to every one to call and receive a souvenir—for the ladies, guest-room packages; for the men, pocket note-books. In addition I used a half-

The causes for this departure from old-time methods are several. A number of the fountains have built up enviable reputations on a few profitable specialties and they push these to the exclusion of all others. A profusion of special combinations requires a considerable amount of oft-times perishable products, taking up much valuable space, to be constantly on hand. With a large number of complicated mixtures it is quite often hard for the dispensers to remember the various combinations.

Elaborate mixtures, too, require considerable time for their preparation—an objectionable feature during rush hours. And, finally, a heterogeneous collection of confections is likely to bewilder the patron and cause him to order a five-cent drink.

page ad in the weekly paper, and I obtained splendid results from both mediums. People came from far and near to attend the opening.

In one of the windows I had an excellent display of a line of preparations for which I held the exclusive agency; in the other I arranged a nifty show of rubber goods, as the opening took place in the fall of the year.

HANDBILLS USED FREELY.

From the start, I used plenty of handbills advertising specials, calling attention to new lines added, feature sales, and the like. I contracted for a five-inch space in the local paper, and I have maintained a regular position there throughout the year ever since.

I tried a number of schemes to stimulate business, such as giving coupons good for premiums with each purchase, guessing contests in which I gave premiums to the lucky ones, free tickets to the "movies" with each dollar purchase, and numerous other trade-inducing plans.

In order to compete with mail-order houses and wagon venders I decided to go them one better. Accordingly I had twelve preparations that are commonly used in the home put up under my own name. These consisted of

"Cassady's" cold cream, tooth paste, talcum powder, headache tablets, relief balm, corn solvent, liniment, shaving cream, etc. After getting these preparations in proper cartons I placed them in pasteboard boxes just large enough to contain the twelve packages. I sent a case to each one of a select mailing list, with a letter of introduction and explanation. The letter explained that the case was to be left for two months on approval. At the end of that time the case was to be returned, used packages being paid for at the rate of 25 cents each. If the whole case, or the equivalent, was purchased a discount of 20 per cent would be allowed.

This scheme advertised my store and gave it individuality, creating many new customers.

Here is an outline of another successful plan that I employed: The company whose line I had the exclusive agency for had a catalogue scheme whereby coupons were given with purchases, and these coupons were to be applied as cash on the purchase of nationally-advertised articles listed as premiums in the catalogue.

This plan aided me wonderfully in overcoming to a degree mail-order competition.

NO SUBSTITUTION.

I have always aimed to carry a good clean stock at all times, and have usually been able to give my customers what they called for. I am a firm believer in salesmanship, provided the best judgment is used along with it, but I do not believe in substitution or in attempting it, except when the very best of judgment is exercised and when the substitute is by far the superior article.

Being familiar with my trade, the buying proposition is not such a serious one. I know exactly what preparations I can buy in quantities, thereby saving a discount or getting free goods; and I also know those which, owing to the small demand, I cannot well afford to stock in quantities.

I have always made it a practice to give new preparations a great deal of study before stocking them in large amounts.

One of my best advertisements has been the inside arrangement of my store. I keep the cases shining and the articles on them well arranged, thereby giving the store an attractive and pleasing appearance.

Rent, heat, light, clerk hire, and other gen-

eral expenses are charged to "overhead." These expenses are figured so that I know the cost of doing business, and my selling profits are figured accordingly. Some preparations have to be sold at profits large enough to overcome smaller margins on other items, but I try as near as possible to keep a uniform scale in marking selling prices.

SIDE-LINES TO THE FRONT.

I push side-lines to the front as they are business getters and also pay long profits. Cameras and camera supplies pay me a nice profit and I have developed the field by advertising them along with other side-lines. Being a musician, I have had a piano placed in my store, and I handle a popular line of sheet music. The stock takes up but little space, as I have cabinets which carry over 1500 pieces. I put out catalogues listing all pieces carried in stock and have a nice business on this line.

My biggest and best side-line, however, is the soda fountain. I advertise quality, cleanliness, and service—and I deliver the goods. Of course candy can be handled so nicely in connection with the soda fountain that I couldn't overlook it. I always give my trade specials on certain days, and as a drawing card for the children, I give them toy balloons with every five cents' worth of bulk candy on the same days. Once getting the trade started my way I have been able to keep it coming, and this business is increasing right along.

I feel very proud of my stationery line and to stimulate trade I have had small letters printed from time to time featuring a special fibre carried in stock. I mail these, with envelopes to match, to a select list of women customers.

By giving two women the same percentage that they had been receiving from another manufacturer for canvassing from house to house with a line of toilet articles, I have succeeded in getting my own line of preparations into many homes, creating new business and keeping out unfair competition.

I always discount all my bills and find that the amount saved in a year's time is no small item.

Recently I had installed on the curb in front of my store a gasoline pump for automobile trade. I have already sold enough gasoline to more than pay for the outfit, and it has brought me a great deal of transient trade.

Taking advantage of every possible sales outlet has enabled me to make good in the drug business.

BY WORKING TWENTY HOURS A DAY.

By E. A. PERRENOT.

First let me say, for the benefit of the clerk who is beginning his career in the drug business, that the matter of a proper preceptor is of vital importance. It is quite as important for the clerk to look into the character of the man he is going to work for, the man who will have great influence in shaping his education, the man from whom he will absorb much of his knowledge, as it is for the proprietor to look up the habits and qualifications of the clerk.

It is, in fact, more important, for if the clerk fails to come up to expectations he can easily be fired. But, under the wrong preceptor a young man may go on for years absorbing poor business methods without being aware that he is doing so.

I worked for several such "wrong" men in the beginning of my career; honest men who meant well but who were not a success, and never could be because they were behind the times. When I at last landed a berth in an establishment that was conducted as a drug store should be conducted, it opened my eyes and I realized what valuable time I had wasted.

I quickly forgot what I thought I knew, and pitched in to learn the game rightly.

I have reference, of course, to the business end of the drug trade—many druggists who use poor merchandising methods are excellent prescriptionists.

I do not wish to appear egotistical in describing how I apparently made good in the drug business. I have done nothing that can-

not be duplicated by any young man who is willing to work as hard as I did. Lots of men have been more successful, but the majority have had some capital to start with. I had saved a little during my clerking days, but just previous to the time that I was approached by a drug broker with a proposition to go into business for myself, I had invested my savings in a modest home intended for my parents.

STARTING WITH FIFTY DOLLARS.

I had about \$50, a good position, and no desire to go into business, when this smooth talker showed me what looked like an easy proposition.

It was a small store, which could be rented cheap, with part of the fixtures already installed; also one lonely show-case, and some shop bottles. I fell for it. The store had been closed about two months, and had I taken the time to investigate, I would have learned that the last proprietor was then doing a two-year term in jail! As I was very young (it was during my last year at the Philadelphia College of Pharmacy) my neighbors and prospective customers got the notion that I was running the store for the former owner. That was "some" handicap.

After paying the first month's rent, getting a few necessary utensils and buying as much stock as my limited capital would purchase, I squared away for action. It quite often took some tall figuring to keep a dollar's worth of change in the cash drawer!

From the beginning I made up my mind to discount all bills, and I stuck to my determination. If I had no money to pay cash, I waited until we took some in. The only exception was a small fountain, which I bought at once, on the usual terms. That proved a good investment, and was a big factor in bringing

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. Should a druggist live at his place of business or remote from it? Submitted by S. H. Feldman, Philadelphia, Pa.

2. How would you develop a soda business on a 10-cent basis when everybody else is selling at 5? Submitted by J. Earl Taylor, Ph.G., Gridley, Ill.

For the best answer to either of these questions we shall award a prize of \$5.00. Other answers, if printed, will be paid for at regular space rates. Every answer should be at least 500 words long and in our hands by August 10.

people into the store—which was what I wanted. After that it was up to me to please the people and make customers of them.

I was fortunate in one way: I owned a printing press and outfit, together with considerable paper. I also possessed a younger brother who, like myself, was not afraid of work.

CIRCULARS BROUGHT TRADE.

Although we had comparatively no stock, we started right in to advertise boldly. We distributed our own circulars, mostly at night after closing, and we tried to make every one bring trade. Those were the days when cut prices counted as much as service, so we cut right and left. We went so far in our game of bluff as to print a small catalogue in pamphlet form, advertising the whole list of "patents" at cut prices, although we did not have ten per cent of the articles listed, and those only in twelfths. But we got results. When we had a call for anything not in stock we did our best to hold the customer while one of us would hurry out to procure the article from a neighboring druggist—sometimes at a loss.

Although I did not understand the term

"service" as I understand it now, we gave the best service we could, and in time we were rewarded by doing a business that rapidly increased from about three dollars a day to about eighteen. The third year we opened a large new store, about three blocks away, and sold the old one at a fair profit.

Going into any business "on nerve" without capital is a hard proposition. For me it was the hardest work I ever undertook, and I would not attempt to go through it again, I can assure you. Many times we faced failure. We had to hustle to make ends meet.

Not being "bothered" much with prescriptions the first six months, I often left the store in charge of my brother. I tried selling fruit tablets for a candy firm, but could not make shoe leather. Then we tried putting out a few specialties for druggists under their label. I would get a few orders, put them up that night, and deliver the goods the next day while looking for more orders.

We dropped the specialty business when things began to pick up in the store.

I was determined to show that we could make a drug store pay—and I did, although it often meant twenty hours hard work a day.

THE VOLATILE PRINCIPLES OF COFFEE*

By L. E. SAYRE,
School of Pharmacy, University of Kansas

The volatile principles referred to in this paper are not those preëxisting in the bean, such as caffeine, which is lost in roasting only to the extent of a fraction of one per cent, but those remaining in the roasted material, developed in the process of roasting.

It has been shown that coffee, in roasting, exhibits at least .9 per cent decomposition of organic substances. Much of these that are absorbed or loosely retained cannot be easily expelled. The results of decomposition and destructive distillation of the constituents of green coffee, as stated by investigators, are perhaps as follows:

Carbohydrates yield Furfuraldehyde.

Fats yield Acrolein.

Tannins yield Catechol, pyrogallol.

Caffetannic Acid yields Catechol.

Proteins yield Ammonia, amines and pyrroles.

These products of roasting may also inter-react to produce many compounds such as

Acrolein + Ammonia = Methyl pyridine.

Methyl pyridine + Furfuraldehyde = Furfural vinyl pyridine.

This latter compound will produce, on reduction, an alkaloid which is toxic, traces of which may be found in the coffee.

As a result of the above facts, many investigators have tried to separate these products of roasting, mainly by steam distillation, and to give them careful examination as to the toxicity of the compounds found.

Bernheimer found hydroquinone, methyl

*Read before a meeting of the American Chemical Society, at Urbana, Illinois.

amine, pyrrole, and acetone. Erdmann has found furfuryl alcohol, mixed phenols, valeric acid, and furfuraldehyde. Catechol has since been identified as being present. Hydrocarbons have been found that point to the presence of pyridine.

Mr. Paul D. Potter, chief chemist for Sprague, Warner & Company, has given us much information upon this subject, and, among other things, has given the following authoritative information on the toxicity of the various substances found in the volatile principles:

Of the phenols, catechol is more toxic than carbolic acid, and pyrogallol is more toxic than catechol. The harmful influence of the pyridine bases increases with the molecular weight. According to Kendrick and Dewar they constitute the toxic part of tobacco smoke, and Williams and Walters have found that B lutidine affects the heart profoundly. Furfuraldehyde is considered to be the deleterious agent in raw spirits and produces a persistent headache in doses of 0.096 gram. Furfuryl alcohol in doses of 0.5 to 0.6 gram per kilo of body weight will kill a rabbit. The symptoms are lowering of the body temperature, diarrhea, and respiratory paralysis. If the nitrites are present, we have in them compounds which, according to Reid Hunt, approach the cyanides in toxicity. The reaction products which may be formed from substituted pyridines (or pyrroles) and furfuraldehyde are of exceeding interest in this connection, for their structural formulæ show them to be closely allied to the highly poisonous alkaloids such as nicotine and coniine.

In considering the toxic influence of these compounds the possible presence of bodies built up by union of the primary decomposition products should not be regarded as far-fetched. It is indeed difficult to account for the presence of pyridine in any other way. Further, although furfuraldehyde is the natural decomposition product of carbohydrates, furfuryl alcohol is the principal furane body in coffee oil. Active reducing conditions therefore exist within the coffee bean during roasting.

It would also be erroneous to conclude that, since the flavor of coffee is due to roasting, all of the decomposition products are necessary to a good product. The flavor is, of course, due to one or more of them, but, since it can be developed by longer roasting at a considerably lower temperature than is customary in commercial work, it does not follow that all of the decomposition products are desirable. In fact, Erdmann claims to have produced the aroma of coffee by heating caffeine, caffe-tannic acid, and sugar. It would therefore appear that the decomposition products of the proteins and fats are unnecessary and undesirable.

The effects of all these bodies taken together give coffee its toxicity. Burmann distilled coffee with steam and obtained these volatile constituents, which he examined for the physi-

ological effect. He supposed he had a pure chemical compound and called it "caffetoxine" This, however, was proven later by Erdmann to be a mixture of compounds, as before stated.

Burmann's work, which was on treated coffee or that from which the volatile principle had been removed, shows undoubtedly that the injurious effects of coffee are from these compounds. He sums up as follows:

1. From a chemical point of view, treated coffee differs from untreated only in that it contains less of a volatile principle (caffetoxine).

2. From a physiological point of view, this constituent alone gives coffee its harmful effects.

3. The volatile principle has a reducing action on the hemoglobin; a depressing effect on the blood-pressure; a depressing effect on the central nervous system, disturbing the cardiac rhythm; an action on the respiratory centers causing dyspnea.

4. The treated coffee contains in normal proportions all the elements of ordinary roasted coffee with the exception of a caffetoxine, of which it contains only about one-third as much.

5. The process mentioned (vacuum treatment or steam treatment) is said to eliminate the toxic substances, but not the other elements (fat, caffeine, etc.).

At the 1914 meeting of the American Pharmaceutical Association in Detroit, a paper, read by the author, stated that we had obtained reactions for pyridine in distillation of coffee, but we were unable to make more than an indefinite statement of this for the reason that, while we had abundant evidence of the presence of pyridine, we had not actually separated it in the pure form.

During the past year in our laboratory we have endeavored to ascertain whether pyridine could be separated in pure form. In the paper referred to, published in the *Journal of the American Pharmaceutical Association* for January, 1915, it was stated that pyridine-like bodies had been shown by a colorimetric method. Since that time, we have endeavored to prove its existence by actual separation. We have succeeded in doing this even from small quantities of the pulverized roasted bean.

The process used consists in heating a quan-

tity of finely pulverized coffee in a balloon flask contained in an oil bath at about 175° to 200° and connected to a suitable condenser and a vacuum pump by which a pressure of about 4 cm. of mercury was obtained. This distillate, when made strongly alkaline, yielded unmistakably pyridine.

The yield of this coffee concentrate from which pyridine was obtained, from finely ground coffee, varies. The average amount of distillate collected from roasted coffee was about 50 Cc. per pound of coffee or about 10 per cent. A large part of this distillate, of course, was water, so that what is termed "coffee concentrate" is undoubtedly active physiological principles in concentrated aqueous solution. The percentage of water has not been determined.

It was thought, notwithstanding these results, that possibly pyridine might be due to further decomposition of the powdered coffee when thus treated by distillation rather than that this body preëxisted in the roasted coffee bean.* In order to prove the latter was the case, namely, that pyridine preëxisted in roasted coffee and presumably was the result of its roasting, the following experiment was performed. A few pounds of coffee were macerated for twenty-four hours in dilute hydrochloric acid and then percolated. The resulting percolate was then concentrated, made strongly alkaline, and then steam distilled. From the distillate we recovered pyridine in the pure form.

Having separated the pyridine in its pure form our next effort was to ascertain the toxicity of the combined volatile principles referred to above as resulting from the destructive distillation.

In order to ascertain the physiological activity of the combined volatile principles as contained in the concentrate—the concentrate resulting from dry distillation—this distillate was collected and hermetically sealed in glass ampoules and sent to the laboratories of Parke, Davis & Company, where its toxicity was determined by H. C. Hamilton in the biological laboratory of that firm.

It should be stated that it was necessary to use this method of sealing in glass ampoules as the products, contained in this distillate, de-

composed very rapidly in the presence of air into compounds resembling pyrrole red.

Dr. Hamilton's report of these tests indicates that the minimum lethal dose of the concentrate administered intraperitoneally for frogs is 0.03 Cc. per gramme of body weight; for guinea-pigs, it is about 0.8 Cc. per kilo of body weight.

A second and larger amount was then sent to the same biological laboratory, and the following results were obtained:

<i>Administered.</i>	<i>Minimum Lethal Dose.</i>
To guinea-pigs per stomach.....	7.0 Cc. per Kg. body wt.
To frogs subcutaneously03 " " Gm. " "
To guinea-pigs intravenously, about....	1.0 " " Kg. " "
To guinea-pigs intraperitoneally, about....	1.0 " " Kg. " "

It should be stated that while coffee contains these principles, it does not necessarily indicate the deleterious qualities some might suppose it may possess. Some people are so nervously constituted that they cannot use coffee, while thousands seem to receive benefit from its use. We should not condemn coffee simply because its toxic principle has been identified more certainly.

Since we know that in the roasting of carbohydrates as well as proteins there is a development of decomposition products, it would seem that the cereal coffee substitutes were not, in every case, free from such products. We have confirmed this experimentally. In our examination of some of the coffee substitutes we find in them the following constituents: caramel, ether extract containing a resinous-like substance showing that in some cases a decomposition stage had been reached, producing empyreumatic material. This resinous extract on distillation with steam yielded an acid-like body, which, in reaction, indicated a phenolic character, such as salicylic acid.

We have known some of these coffee substitute brews to have, when used, a very disturbing effect on the digestive system, giving even more unpleasant disturbances than coffee. These harmful products are due to the decomposition of nitrogenous matter and carbohydrates which are found present in both coffee substitutes, or cereal coffees, and coffee itself. In some of the cereal coffees we have examined, a decoction was found to have an acid reaction. One sample showed the presence of some unconverted starch. It is safe to say some of the coffee substitutes have no more so-called harmless properties than a carefully prepared roasted coffee bean.

*It must be admitted that some pyridine is manufactured in dry distillation as in the process of roasting.

The Two New Revisions.

We are presenting under this head two significant papers—one by Wilbur L. Scoville on the new Pharmacopœia, and one by Samuel L. Hilton on the revised National Formulary. These books will soon be available and become the new standards; it is therefore necessary that every druggist and drug clerk become familiar with the scope of the alterations made. The BULLETIN will continue the discussion in forthcoming issues.

THE NEW PHARMACOPŒIA.

BY WILBUR L. SCOVILLE.

The contents of the Ninth Revision of the Pharmacopœia will be less novel to many readers than previous revisions, owing to the publicity policy of the committee by which proposed changes have been announced in medical and pharmaceutical journals during the course of the work. And the general appearance of the new book so resembles the U. S. P. VIII in style and type that it may hardly seem like a new work. Yet there are evidences of revision on almost every page, and in certain respects there are radical changes.

THE APPENDIX.

To begin—as does the novel reader—at the end, the appendix shows a marked enlargement. This part includes the methods for making chemical and physical examinations of the articles and, like the last chapters of a novel, it is designed to show how the articles turn out. It is a “dry” story to most pharmacists, and yet it deserves some attention and will arouse some interest because it is the foundation on which all the standards rest.

This part of the book, obscure though it may seem to many, represents the best and most advanced thought of the Committee, and employs the latest established methods in chemical and physical examinations.

The determination of atomic weights is now based upon oxygen = 16 instead of hydrogen = 1, which eliminates many of the fractions in calculations, and brings the work into harmony with chemical usage throughout the world. The old basis of H = 1 has gradually given way to O = 16 in most pharmacopœias as well as in chemical books and articles.

LIST OF STANDARD REAGENTS ENLARGED.

The list of reagents and test solutions is greatly enlarged, not only to supply the newer reagents, but also because there are more tests demanded for medicinal chemicals than before. Pharmacists who conduct or supply analytical laboratories will be interested in the standard

reagents for urine analysis, blood testing, examination of gastric contents, microscopic stains, and bacteriological culture media, which are now included for the first time under the title “Diagnostic Agents and Clinical Tests.”

For the physical tests there are new chapters on sterilization, optical rotation, refraction, melting, congealing and boiling points, electrolytic determinations, solubility methods, standard thermometers, alcohol determinations, specific gravity, etc.; these in addition to the usual tables, the number and variety of which have also been increased.

This appendix now forms, in itself, an excellent text-book on methods of examination and testing for medical and pharmaceutical students, and doubtless will be so used in laboratories and colleges. It contains a large amount of information along these lines which is reliable as well as authoritative, and which will increase the usefulness of the Pharmacopœia to those engaged in chemical and analytical work.

OFFICIAL ABBREVIATIONS.

Returning to the body of the work, the most striking general addition is that of official abbreviations. Each title which is likely to be used in prescriptions has its official abbreviation. This addition is obviously intended for the use of physicians, but one wonders how much attention they are likely to pay to it. If the abbreviations are used they will relieve the pharmacist of all responsibility in their interpretation—provided of course he interprets them in accordance with the Pharmacopœia, but if they are not used, the pharmacist's responsibility is as great as ever. The pharmacist, however, must be careful that he does not misinterpret an official abbreviation, for this now carries as much weight as the full title.

And on the contrary, if a physician inadvertently uses an official title or abbreviation when he intends something different, he is responsible. This however is not very likely to occur, because the official abbreviations are made with the intent to avoid confusion or mistakes, and are thus plain in themselves.

Synonyms are used a little more freely than before under the titles, but one must consult the index to get all of the synonyms which are recognized.

"PREPARATION" LISTS.

The ninth revision has reinstated under the simples a list of preparations into which the particular simple enters. Thus under Camphora is a list of seven official preparations in which camphor is used.

Presumably this is done so that the physicians may easily find the different vehicles for administering or applying camphor, but there are many preparations into which camphor enters which are official in the National Formulary and in other works, and the U. S. P. list may be but a small part of the preparations in use. It is difficult to see the value of such lists except as an excuse for more examination questions for the students, and as an extra burden for the students and registration applicants. We have never noted any demand for these from pharmacists or physicians since their omission from the eighth revision, and the reason for their reinstatement is not plain.

The list must necessarily be confined to the official preparations, and as a guide to physicians in prescribing its value is very limited, since the preparation he particularly desires or would choose may not be in the Pharmacopœia and so not on the list.

A complete list of standard preparations of each drug might be useful to physicians, but in the Pharmacopœia it merely emphasizes the pharmacopœial preparations, and ignores all others.

The students have our sympathy in this new burden on their memories.

"P. I."

After some of the synonyms will be found the letters "P. I.," which stand for Protocol International, and mean that the drug or preparation is in harmony with the international standards adopted at the Brussels Conference. Some small differences in national usages occur with certain drugs and preparations, but at the present time the pharmacopœias of the world agree closely enough on all potent preparations to be interchangeable without serious results in their action.

The making of a pharmacopœia is now almost as much an international as a national undertaking.

THE PURITY RUBRIC.

The "Purity Rubric" is now a maximum-minimum affair. That is, diluted hydrochloric acid is not stated as 10 per cent, but as "not less than 9.5 per cent, and not more than 10.5 per cent." This means an allowance for error, either in assay or in strength, of 5 per cent. A similar allowance is made in all cases of standardized preparations, varying from 5 per cent to 15 per cent of the total. Alkaloidal preparations in most cases have an allowance of 10 per cent because the assay processes do not permit of absolute accuracy, and a larger margin is necessary than in inorganic assays. Of course the real standard is the mean between the maximum and minimum, and this will doubtless be honored in all cases. But it places a more stringent restriction on the pharmacist while it takes from drug inspectors the privilege of setting their own margins.

VEGETABLE DRUGS.

The descriptions of the vegetable drugs are very full and verbose. Botanical sentences now rival chemical terms for length, and there are certainly some very long botanical sentences in the new pharmacopœias which are not very illuminating except to an analytical botanist. In many instances descriptions are given of the powdered as well as the whole drugs, and in two instances, at least, the standards are different. Ash standards, and limits of foreign portions of the drug, are given. Fortunately the retail druggist uses but few vegetable drugs, and the botanical descriptions will trouble him but little.

THE NEW NATIONAL FORMULARY.

By S. L. HILTON.

For the sake of uniformity and simplicity, the same general principles have been followed in preparing the National Formulary, fourth edition, that have been followed in revising the United States Pharmacopœia. The metric system is exclusively used, and the term mil, or milliliter, has replaced the burdensome, overworked Cc.

The formulas generally call for 1000 mls of finished preparation. There are some exceptions, however, this being due to the fact that certain preparations are unstable or that the demand for some preparations does not justify making them in so large quantities.

The index has been prepared with great care and will have about 2500 listings. Everything is cross-indexed, and Latin as well as English names are included. The book itself is hardly recognizable when compared with former editions.

ALCOHOLIC AND NARCOTIC CONTENT REDUCED.

Many preparations have been reduced in alcoholic strength, for the purpose of eliminating the possibility of their use for beverage purposes. The following are in this class: Elixir Buchu Comp.; Elixir Calcium Bromide; Elixir Iron Lactate; Elixir Hypophosphites; Elixir Lithium Bromide; Elixir Potassium Bromide; Elixir Sodium Bromide; Elixir Sodium Salicylate; and Elixir Strychnine Valerianate.

A number of preparations containing narcotic drugs have been changed and the strength of the narcotic drug reduced in the finished preparation so that it would come within the exceptions of Section 6 of the Harrison law. The following come under this class: Elixir Terpin Hydrate with Diacetyl-morphine; Elixir Terpin Hydrate and Codeine; and Syrup of Codeine. Morphine has been deleted from Syrup of White Pine Compound, and a new formula added: Syrup of White Pine with Morphine.

SACCHARIN ELIMINATED.

All N. F. preparations heretofore containing saccharin have been changed and the saccharin eliminated—this that the preparations might conform to the rulings under the Food and Drugs act.

Elixir Gentian Glycerinated not only has had the saccharin eliminated, but the acetic ether has been reduced 90 per cent, making the finished product more palatable and pleasant.

Elixir Pepsin and Rennin Comp. (Ess. Pepsin) is of the same enzyme strength, but the menstruum has been modified. Wine has been deleted also, alcohol being used instead. Thus the finished product will be more uniform in alcoholic content.

The list of fluidextracts has been largely added to, and many have had the alcoholic strength of the menstruum changed, experiments having shown in each case a decided improvement in the finished product. Assay methods have been added wherever possible.

Fluidglycerites are a new class of preparations official for the first time. These are of

the same drug content as fluidextracts, are devoid of alcohol, being made with a glycerin menstruum, and contain practically 50 per cent of glycerin in the finished product.

Infusion Gentian Compound, Fortior, has been deleted, and directions for preparing Infusion Gentian Compound directs that the drugs be percolated to obtain 250 mls and then diluted with water to make 1000 mls. It is evident at once that it is not necessary to dilute the preparations as soon as made. The 250 mil percolate is the identical former Stronger Infusion, and may be kept in stock and diluted as needed.

Liquor Antisepticus and Liquor Antisepticus Alkalinus show decided changes in the formulas. Each of the finished products are more agreeable, pleasant, and equally, if not more, efficacious.

OTHER CHANGES.

Petroxilinum Liquidum—this formula has been changed. Instead of 10 per cent of spirit of ammonia, 28 per cent of water of ammonia and alcohol is used. With Russian liquid petrolatum the change is very satisfactory, but my recent experience with the American oil shows that trouble is likely to be encountered. The water seems to be the disturbing factor.

Spirit of Cardamom has been greatly increased in the cardamom and cinnamon oils content, while caraway has been decreased and oil of orange and oil of cloves added.

Tincture Opii Crocata (Sydenham's Laudanum) has been added. The morphine strength is the same as the tincture now official, and as the preparation comes within the purview of the Harrison law it can only be dispensed on an official order form or prescription. This preparation was added for the reason that in some sections there is a demand for it, and a standard should therefore be provided.

Tincture Persionis has been reduced in cudbear content. The result thus attained is more uniformity in coloring properties.

Unguentum Resorcinolis Compound shows changes that are decidedly advantageous. Rectified oil of birch tar is reduced, paraffin deleted, yellow wax and glycerin added, and anhydrous wool-fat used instead of the hydrous.

Unguenta Extensa are now more properly called Mulla, and are so included under this heading—where they should have been placed heretofore.

Three Prize Papers on Salesmanship.

Another Contest topic—the most vital one in the entire realm of merchandising; and we are fortunate in that our three prize-winning papers do not concern themselves with philosophy or psychology. The writers are practical men, men who have had actual experience in confronting the problems involved. Mr. Gleghorn, the author of the paper that takes first place, has developed salespeople in some of the largest institutions in the country. He gives us “the meat” of his methods. The group of articles will be found unusually worth while.

HOW I HAVE INSTRUCTED SALESPeOPLE.*

By JAMES S. GLEGHORN, PH.G., ERIE, PA.

The selling problem is the greatest problem that confronts the retail druggist to-day. It is as necessary for a druggist to be a good salesman as it is for him to be a good druggist, for business expansion and business success depend on selling goods.

It is possible for a druggist to train his sales force as systematically and effectively as the large department stores do. Moreover, he ought to do this. Not to do it is to fall short.

The way I go about this task is to first thoroughly organize my sales force; this accomplished, they become interested in my plans. I hold special meetings after regular hours, or call the men around me in the store, as the case may be. I explain to them the value of coöperation in everything pertaining to each department's routine.

This can be done even if you have only one clerk. Such a policy causes clerks to put forth greater effort.

I make it plain to my clerks that we are all here solely for the purpose of getting more business; that more business means more sales; and that it is up to us to keep on making more sales. As we base a clerk's salary on the percentage of sales made, and as a salesperson's job, even, depends to a great extent upon the amount of his sales, it is not a difficult matter to make every individual connected with the store realize the importance of salesmanship.

I put every clerk in certain departments on a merit basis, and consider the clerk who isn't able to sell goods at a profit as incompetent and unprofitable; and I lose no time in replacing him with one who can meet these requirements.

REPORTING FAILURES.

One of my rules is to have clerks report to me when they fall down on sales. I have

regular printed forms for the purpose. The force is called together at certain times, and each report taken up in turn. The clerk presents the customer's argument, while I play the clerk's part, and we thresh it out. The entire force is permitted to hear these arguments, and I frequently call on this one or that one for an expression of opinion, which affords an excellent training for the entire force.

Nearly all high-class department stores maintain a training school for their salespeople, and those that don't surely show the lack of one.

I find that the trouble with the ordinary drug clerk is that he is not properly prepared for his work; he lacks training, the average proprietor being too busy to properly instruct his help, even if he does know how. This is a big mistake.

Some druggists seem to have the impression salesmanship cannot be taught—that it depends entirely on natural ability. This isn't so, for I have developed some pretty raw material into successful salesmen. Ambition, determination, and lastly brains—these are the principal qualifications. This trinity, properly directed and conscientiously applied, can't help but produce satisfactory results, even if natural sales ability is lacking to a degree.

SIMPLE, BASIC LAWS.

Sympathy plays a powerful part in salesmanship; then comes courtesy. True courtesy never fails of appreciation, even by those who do not practice it. It is a winning force that leads to many a sale and as a business asset its place is among the absolute essentials of success. No salesman can hope to attain success without it.

Courtesy is too often confounded with manners. Manners are merely the nice way of doing things which courtesy prompts. Courtesy is deeper than manners—it is of the heart; it is the mental attitude.

One of the principal laws of psychology is

*This paper was awarded the first prize, \$15.

that all persons betray their likes and dislikes both by speech and action, and the thorough salesman aims to draw out the customer to discover his or her wishes, and then he shapes his talk accordingly. Psychology teaches us that we can direct the mental attitude of our customers. For instance, the salesman may say: "Our new candy has just arrived." Now Mrs. Jones' interest may not be aroused by this statement of fact. Frame the sentence something like this: "Mrs. Jones, you will be interested in our new candy which just arrived."

In this way you make your appeal directly to the person addressed, you connect the fact with the person, and thus arouse her curiosity. She at once wonders what the new candy is like.

By directing her mental attitude you have made the first two steps of a sale; you have aroused more than a passing interest in the article you want to sell.

The remark, "This is good value" carries no personal weight with it; but the remark, "Madam, these values mean a saving to you," makes a direct appeal to the customer, for a person is always more interested in himself than in others, and when you make your appeal in such a manner as to inject the "you" into the equation there is working ground for further argument.

TRY IT YOURSELF!

You may fail to grasp the importance of the direct appeal. To those who do fail to grasp it I suggest this experiment:

Take two customers. Appeal to one with the plain statement of fact. To the other inject the "you" element. Note the difference.

However, the same appeal is not equally effective with all customers. A selling talk that will make a sale to one prospect may be wholly unsuited to another. Different people view things differently. With some price is the most important consideration. Others insist on quality of the highest order. You cannot always hit the right selling talk the first time, but by a careful feeling around it is usually possible to obtain a fairly clear idea of the customer's particular likes.

Almost every salesman has one or more phrases which he calls "sales clinchers" and which are designed to hurry the buyer to a decision; to make him say "yes." Such clinchers are all right if properly handled, but if

they are used as they sometimes are, they simply drive business from the store. It does not pay to hurry a customer.

One evil which I try to eliminate entirely is the use of expressions which have a tendency to antagonize customers. In most stores it occasionally happens that the proprietor or clerk will let drop some statement which, perhaps, though not intended to offend often results in the loss of a customer. Such remarks as, "There is no such thing made," or "We don't handle anything so cheap as that," are resented strongly by the average customer; in fact, any remark which reflects on the customer's intelligence or judgment, or that in any way tends to belittle him, not only shows poor salesmanship but a lack of the proper bringing-up. Such practices should be strictly avoided and the customer treated with the greatest courtesy.

THE TEST OF SALESMANSHIP.

It is no trick just to sell goods, but it often takes a salesman to sell profitable goods; consequently true salesmanship is the art of selling the customer the thing you desire to sell him. It is a little more than that, too. The impression must be left with the customer that you have sold him just what he wants. A sale is not complete unless a salesman has sent a satisfied customer out of the store.

Suppose a customer comes in and asks for something for his eyes; eyes just slightly inflamed. If you are a real salesman, you'll sell him a twenty-five-cent bottle of eye drops; a twenty-five-cent bottle of boracic acid solution with which to bathe his eye; an eye dropper; and an eye cup. If you are not a salesman, you will take good care not to sell anything that would cost over 25 cents, for fear you would make an extra profit!

This may strike you as being funny, but you needn't laugh; I have seen it occur dozens of times.

You would be doing your customer a greater service by selling him nearly a dollar's worth of stuff. He would be better satisfied, for he would get results much quicker.

Suppose still another customer steps up to the counter—this time a hot-water bottle is wanted. The salesman shows a two-dollar bottle. "Oh, my!" the customer says, "I can get one just like that at Brown's Cut-rate Store for thirty-nine cents."

"We have that kind, too," you will say. "Here is one. But note the difference. The thirty-nine-cent kind is not all rubber; it is what is called composition rubber, consequently it will not wear as long. It is likely to spring a leak and scald the person using it, too, and you certainly would not want to run the risk of that occurring. This bottle will cost you more money, madam, but it is worth more. It is made of pure rubber, will not leak, and with proper care will last years. It is what is called a molded bottle—that is, has no seams to come apart. It will outwear and outlast a dozen thirty-nine-cent bottles, and for the slight difference, madam, it will be to your interest to take the higher-priced one. Shall I wrap it up for you?"

Do you think the customer would buy the thirty-nine-cent bottle? Not unless she had only thirty-nine cents!

ANOTHER ILLUSTRATION.

This time it's a customer who wants something for a skin complaint, and if you are a salesman you will again swell the daily sales by making three sales instead of one. How?

First get down a dollar bottle of your skin lotion, also a dollar bottle of blood medicine, and lastly a twenty-five-cent cake of your medicated soap.

Some may say, "It is all very well to sell things on paper, but I can't unload three articles when the customer only wants one!"

There it is again, the usual argument—and the sale is killed before you try to make it!

How do you know what the customer wants? If you were a salesman you would feel that the customer required these three articles right off the reel, and see that he left the store with them under his arm. You would sell him the lotion to allay the itching and for external treatment; the blood medicine for internal treatment, to be used in connection with the lotion; and the medicated soap to cleanse the affected parts, for an ordinary soap in a case like this wouldn't do.

A salesman, therefore, rings up two dollars and twenty-five cents for this sale, instead of one dollar. Is it any wonder some drug stores are more of a success than others?

Still another customer wants something for a cough. "Have you a good cough medicine?" the patron asks. You reply, "Yes, we have some at nineteen cents, better ones at twenty-

five cents, and some still better at thirty-five cents." You show the thirty-five-cent kind.

"I recommend this highly," you continue, "because I feel it is the most effective cough medicine we have in the house. You want quick results, doubtless, so of course you want the best one. Take a teaspoonful of this every two hours. Shall I wrap it up for you?"

SPECIAL PREPARATIONS.

At one store I managed we had quite a sale on a certain solution—an ounce of iodide of potassium in two ounces of water. We put a nice label on the bottle and enclosed it in a fancy box with a dropper, and we got \$1.25 for it. The clerks sold lots of it because they put salesmanship behind it and pushed it.

They make a dollar-twenty-five-cent sale instead of the usual sixty-cent one. That's salesmanship.

Nix on the special agency goods! Push your own goods, under a label which you control, and your customers will have to come back to you—to your store.

You get the sole benefit of your efforts in this way, and are not at the mercy of some firm, should they decide to take their agency away from you. You may think this not likely to happen, but it does happen just the same.

It is my custom to display frequently, side by side, several varieties of Castile soap retailing at from 5 to 25 cents a cake. I noticed my clerks sold more of the 5- and 10-cent brands than of the 25-cent kind, and in studying the matter I soon found the reason. I stood near the case when a customer was buying some soap in order to hear what the saleslady had to say.

The customer seemed to be puzzled over so many different kinds; she didn't seem to understand how it could all be pure Castile soap and sell at so many different prices. She finally asked the saleslady who was waiting on her what the difference was between the 10- and the 25-cent soap, and the saleslady replied she "guessed" it was because the 25-cent soap cost more and was better.

"But," came back the customer, "both signs read the same. Guess if both kinds are pure I'll take the ten-cent soap."

THE REASON SHE FAILED.

After the customer left I explained the difference to the saleslady, and to the rest of the force, as well. I told them that the size and

price depended on the percentage of olive oil the soap contained; that the 25-cent soap contained the highest percentage of olive oil it was possible to put in a soap and have it retain its solid form.

After that it was surprising the amount of 25-cent Castile soap my clerks sold. They couldn't sell it before because they knew very little about it; they lacked talking points.

On another occasion one of the clerks was attempting to sell a pair of rubber gloves on sale at 25 cents. After looking the gloves over very carefully and critically the customer said: "Oh, I can get the very same glove at the five- and ten-cent store for 10 cents."

The clerk replied that she didn't think the customer could get that same quality at that price, and let it go at that; but the customer insisted that she could and walked away.

The clerk told me about losing the sale, and I told her why she lost it. She wasn't thoroughly posted on her line. The customer led the saleslady, instead of the saleslady leading the customer. I explained the difference in the gloves, telling her the 10-cent kind was a much cheaper glove, as it was made from reclaimed rubber; from old rubber that had been used and made over by what is known as the reclaiming process. That reclaimed rubber was not as durable, hence the reason for the difference in price.

Don't always blame your salespeople! If clerks fail to make sales, a part of the fault, at least, lies with the proprietor.

BEING MORE THAN A VENDING MACHINE.*

By GEORGE ARGY, NEWTON, MASS.

A vending machine does a certain perfunctory and useful work. When the nickel is thrust into its open mouth it tosses out a package of gum.

The vending machine has its place. That place is up against the wall, outside of the counter.

Now what shall we say when a vending machine gets *behind* the counter? And what great distinctive difference is there between a mechanical, indifferent, automatic salesman—one who takes in the money and shoves out the

goods; one who possesses no warmth or interest or enthusiasm—what is the difference, I ask, between this man and a gum machine?

What shall we say?

Very often we will be relieved of saying anything at all. The boss will do the saying, and what he says will run something like this:

"Look a-here, sir, you're a trade exterminator. I have been watching you, and you're going to clean out all of my best business, just as surely and completely as corrosive sublimate will renovate your bunk up at the boarding house. You ought to be decorated with a red poison label, you're so dangerous! Anyhow, I am going to ask you to step outside—and be sure you close the door firmly behind you. Good day!"

A FEW LEFT.

By gracious! are there any such men among our drug-store sales folk? Well, perhaps there are—a few! Not a large percentage, though. I believe our sales group is as keen and wide-awake as can be found in any other line of trade, but—well, there are a few.

It is the customer who pays our salaries—not the boss, remember!

"How to push sales to the limit, and do it with courtesy and entire satisfaction to the customer." That's the stunt put up to us by the BULLETIN OF PHARMACY.

Satisfaction: that's it; that's the key-word! For the old-time ethics of the highwaymen are no longer good form, and a salesman is something other than a deft adept at separating the patron from his roll.

The patron must be induced to leave all the money he can conveniently part with, to be sure; but he must not be bled white. He must be sent away in a condition of mind which will make *our* store his first thought when goods in our line are wanted again.

I am not a "group sales" enthusiast. I discarded that idea long ago. It's too constricted; too stifling. I work more on what may be termed the "suggestion chain" scheme.

Things in a group are too near each other and have a fence around them. You can't get out and away from the "group" idea quickly enough to carry sales to the limit. I have made a serious and interesting study of the "chain" idea; of linking goods so related to

*This paper was awarded the second prize, \$10.

each other that the mention of one suggests the next, and so on, link after link.

Here is a customer, for instance, who calls for a shaving brush. Next, naturally, comes a shaving stick or soap; face cream or lotion; then talcum powder; then a safety razor; then a strop; and so on. But all the time we must watch our patron, taking advantage of his every remark or hint, and we must be alert all the time for the first symptom of weariness or disgust. It won't do to go quite to the limit.

The customer must leave with a feeling that he has been waited on, not run through a fanning-mill or examined for a civil-service position.

Don't ask us to stop and formulate a set of tables. Sales chains are much better if home-made and forged to fit local conditions. But we earnestly advise that you put the idea into practice in your own daily contact with customers, instead of fretting (if you're the boss) about how slow trade is, or (if you're the clerk) about Jim Silk taking Molly Maguire to the dance next Thursday night.

OUR OWN GOODS.

Now let's take a little look at Our Own Goods proposition.

Persistent, intelligent effort will put these sales over, and no opportunity for doing so should be lost. But one or two things, however, should always be kept in mind when pushing goods of this character. We should not display too much eagerness, and we should not say anything to the prejudice or discredit of the regular established, advertised lines. Good morals and good business principles both point to the justice of the latter claim.

The "chain" idea may be put to good use here. Some one asks for a cold-breaker pill or tablet; this will suggest a cough remedy, and a plaster or liniment; all are related and all may be sold to one customer. With a pile suppository or ointment, we'll offer our own laxative pill or tablet. We also have our blood purifier with which may be sold a laxative, a medicated soap and a complexion lotion; our hair preparation, with which may be sold a brush or comb for applying it, and a shampoo or dandruff eradicator—often a medicated soap, also.

A disinfectant may be worked into many sales, especially during spring house-cleaning time.

THE LARGE-SIZE HABIT.

So much for the "suggestion chain" and our own goods: they go together nicely, if worked right. But there is another idea which should not be overlooked, for it will bring a greater volume of business than almost anything else.

Get the *large-size* habit!

When asked to name prices, don't say twenty-five—fifty—one dollar. Reverse the order! Say "one dollar" (or "83") somewhat emphatically and deliberately; then let the briefest pause ensue, after which say "fifty" (or "43") emphatically; and lastly end with "twenty-five" (or "23") with less emphasis and in a slightly lower tone.

Almost always a customer will take the small size and go away without further thought, but by pursuing the course outlined we have impressed the larger size upon his mental apparatus, and he will very likely decide in a flash that the largest is what he wants. If he hesitates at all, it will probably be to ask what the advantage is, and here the salesman must not only be alert but well posted; he must be able to show the saving. So, in many cases, the customer who came to spend only two bits leaves one dollar, or the best part of it.

An addition to sales volume of from 100 to 200 per cent isn't at all bad!

In the drug department, especially, the quantity habit will show big results. We must not let our minds run in 5- and 10-cent channels. We must think in large sizes and large quantities, and must talk in the same way. Watch out for the fellow who drops in often for a small amount of a certain drug or chemical, and show him the saving of buying the larger quantity.

THE WAY IT WORKS.

"Oh! yes," some one may say, "but we are making so much larger per cent of profit on the smaller purchase."

You're right. But suppose the customer drops into your competitor's for the next small amount, and is shown there the quantity saving. Don't you lose him altogether?

Better get him while the getting is good!

Of course there is nothing new about all this, but if a salesman makes these practices a part of his daily habit, he will be surprised at the results.

Some seem to think that real salesmen, like poets, are born, not made. Even so, does any

man want to stay just as he was born? Maybe even he can become more efficient and serviceable if he takes an occasional look at the *how* of things, with the rest of us.

There is a *how* to the catching of fish with worms, but not everybody can do it. There is a *how* to the catching of good money with intelligence, alertness, and affability. I believe that even a poor fellow who wasn't born at all but just happened, and who was slammed onto the job without special fitness for it, has a show, if he only goes into the game with his head.

Take hold of the "suggestion chain" idea and get the "larger size" habit! All this done, we cannot fail to be better salesmen; and if we as employees develop just a little bit more, it is not beyond the range of possibility that our salesmanship may become a bigger asset to the boss than even his corner location, though it be near the station, next to the theater, and right across the street from the big hotel!

ALERT FOR THE DOLLAR.*

By F. M. SNIDER, DUTTON, MONTANA.

The other day it struck me dimly, faintly, that I had heard somewhere words to this effect: "A satisfied customer is the very best advertisement that a store can have." I was just in the act of pondering whether my memory had played me false in this particular when the last issue of the BULLETIN came in, and there it was, almost in the words I have given, in cold, black type.

However, I forgot to notice whether the statement appeared in the joke department or in that section devoted to practical business hints.

An elderly gentleman once entered a drug store quite early in the morning. He asked if Bibles were carried, and the clerk responded in the affirmative. A sample of the available stock was placed before the old man, and he opened it and began very closely to investigate its value. He asked the clerk a few questions and was informed that "it was the very best copy in stock and well worth the price."

WHAT MIGHT HAVE BEEN SAID.

Such an answer! Here is what the clerk might easily have brought out: bound in

Egyptian seal; leather lined; red under gold edges; divinity circuit; black-face type; self-pronouncing; reference edition; twelve maps; dictionary; measure and coin tables; concordance; printed on Indian paper; the open-flat style.

There may be some excuse for the clerk, for possibly expert knowledge concerning the Bible was a little out of his line. But he had had years of experience in selling goods, and had been two years in this particular store.

Was he paid for that kind of service? Is it not probable that the still, small voice of conscience occasionally troubled him?

And yet how many of us have fallen down on a sale simply because we were unable to answer some question about the construction or contents of an article or of a preparation! In our business many side-lines are carried, and it is absolutely necessary that our knowledge be very comprehensive. Knowledge may often constitute a large part of salesmanship.

I have found that it is an extremely good practice to acquire a habit of remembering names, even though I am forced to use a memorandum book at the beginning. I also make it a point to impress upon each customer that I appreciate his patronage.

OTHER LITTLE POINTS.

I aim, also, to give my entire attention to the customer I am waiting on. Should another patron come in before I am through with the first one, I address the new-comer pleasantly but do not rush forward to wait on him, leaving the first customer stranded.

I refrain very carefully from spoiling what good impression I may have made on a customer by offering something "just as good"—I avoid that term as I would a pestilence. I try, likewise, to avoid the mistake of asking if "that is all." While it may not be the intention of the question to convey anything but a courteous attitude, there are many other expressions which will answer the same purpose and at the same time leave no doubt of my meaning. I prefer, rather, to coin a phrase to suit the occasion, perhaps something like this: "Will there be anything more?"—"Have you other articles on your list?"—"Is there any other article in which you would be interested?"

I try never to forget that politeness has not

*This paper was awarded the third prize, \$5.

only made many a sale, but that this attitude may be justly required of me at any and all times.

Do not flatter yourself that you are going to make a sale every time the attempt is made, but it will not do, nevertheless, to become discouraged too easily. Do not show the least hesitancy to procure any article a customer wishes to see; anything in stock, from a thumb tack to a phonograph. You will find that most people are willing to pay for service, and on the kind of service you give will depend, very often, the size of your pay check.

COURTESY AND CONVERSATION.

And no matter how small the purchase, always respond with a courteous "Thank you" when you receive the coin to be rung up on the register. Say those two simple words with your whole heart, too. Many clerks have acquired a habit of saying them reluctantly or mechanically. Get out of this habit at any cost. It breeds a condition that you cannot well afford to have exist.

Some clerks are clever conversationalists, and know how to hold customers. But there is a limit, and at times conversation should be

very much guarded. It is often an extremely wise policy to permit the customer to start the conversation and to carry it along in those channels which suit him best. The clerk may show his interest by asking an occasional question. If an opportunity presents itself, the conversation should be turned to some possible need that may exist, thus giving rise to the chance of showing the customer some article in stock.

As a rule it is never wise to talk politics or war unless forced to do so; and in such cases it is a very good idea, if positive statements are made, to quote at the same time authorities for them, naming the sources (papers or periodicals, possibly) from which the information was gleaned. This can do no harm.

Of course it will never do to contradict a radical person; for that matter it is seldom wise to contradict any one.

No hard and fast rules can be applied to salesmanship, for such rigidity would not take into account changing conditions. Nevertheless there is a science of salesmanship, and no clerk does justice either to himself or to his employer who fails to make it a subject of serious consideration.

Next month we shall have four practical papers on different aspects of the clerk question.

RECIPROCAL REGISTRATION THROUGHOUT THE UNITED STATES

SECOND PAPER

Last month we began an article aimed to inform our readers fully on the reciprocity situation, which seems to be enshrouded in more or less confusion. Each State is treated separately, and differences and requirements briefly outlined. This is the concluding installment of the paper.

Mississippi is an "associate" member of the N. A. B. P.—meaning that no exchange certificates are issued.

Montana is "active," and the Secretary of the State Board informs us that "We can reciprocate with any State that will issue reciprocity to Montana under our standard of requisites." The fee is \$25, and it is not necessary to appear before the Board in person; sometimes the Board requires this, sometimes

it does not. Twenty reciprocal registrations were granted last year.

Missouri is "active," the reciprocity fee is \$5, and the Board requires that the applicant shall appear in person. Thirty-six reciprocal registrations were granted by the Missouri Board last year.

Nevada is not affiliated with the National Association of Boards of Pharmacy, but a statement is made to the effect that reciprocal exchanges are made with all States in the Union and with Canada. The reciprocity fee is \$10, a general average of 75 per cent is required, and it is not necessary to appear before the Board in person. Twenty-four reciprocal certificates were issued last year.

North Dakota is affiliated with the N. A. B.

P., and the fee is \$15. The attorney-general holds that a candidate who passes a Board examination in any State with which North Dakota has a reciprocal arrangement prior to Jan. 1, 1915, may be accepted and a certificate granted. The N. A. B. P. plan is adhered to rigidly, and every applicant must appear before the Board in person. Something like five reciprocal registrations are granted each year.

Nebraska is "active," the fee is \$5.00, and it is necessary for the applicant to appear in person. Six certificates of this character were issued in 1915.

New Hampshire is "active," the fee is \$5, and it is not necessary to appear in person. Five reciprocal registrations were granted last year.

New Jersey is not affiliated with the National Association of Boards of Pharmacy and no reciprocal registrations whatever are granted. An act which would permit exchanges on a reciprocity basis has been before the legislature for five years, and has not received enough votes to make it a law.

New Mexico is "active," the fee is \$10, and it is not necessary to appear in person. New Mexico also issues a certificate based on 20 years' continuous practice of the profession of pharmacy.

New York is what is known as an "associate" member of the N. A. B. P. It is in hearty accord with the principles involved, but issues no reciprocal registrations.

North Carolina is an "associate" member also; no reciprocal registrations whatever are granted.

Ohio is not a member of the Association; present laws do not permit it. Exchanges are made, however, by special arrangement, ten registrations of this character having been granted last year. A personal appearance is not required.

Oklahoma is an "active" member. The fee is \$15, and it is not necessary to appear in person. Thirteen registrations of this character were granted between July 1, 1914, and July 1, 1915.

Oregon is "active," the fee is \$10, and it is not always necessary for the applicant to ap-

pear in person. Fifteen exchange certificates were granted last year.

Pennsylvania is an "associate" member. According to the State law, the Board is required to examine all candidates for registration. No provision is made for registering in any other manner, consequently no exchange certificates are granted.

Rhode Island is not a member of the Association, and no exchanges are made. Applicants for registration as registered pharmacists in Rhode Island must be graduates of a college of pharmacy, and must be proprietors of stores in Rhode Island.

South Dakota is "active," the fee is \$25, and it is necessary to appear in person. In granting exchanges, "many circumstances are considered, as well as the past record of the candidate." Twelve reciprocal certificates were granted last year.

South Carolina is not a member of the Association and grants no exchange certificates.

Tennessee is an "active" member, the fee is \$15, and it is not necessary to appear in person. All applicants for exchange must have the equivalent of one year in high school. Twelve exchange certificates were issued in Tennessee last year.

Texas is "active," and it is not always necessary for the applicant to appear in person, although the Board may require it. Between August 1, 1914, and August 1, 1915, thirty-one reciprocal registrations were granted. R. H. Walker, secretary, writes: "We are in hearty sympathy with the work of the N. A. B. P. and feel that this association is doing a great work; furthermore, that if it is properly encouraged by all States it won't be long before a certificate from one State will be accepted as a splendid credential in all others."

Utah is "active," the fee is \$25, and it is not necessary for the applicant to appear in person. Seven reciprocal registrations were granted in 1915.

Vermont is "active," the fee is \$10, there must be an average of 75 per cent and a marking of not less than 70 per cent in any one branch, and it is not necessary to appear in person. Six reciprocal registrations were granted last year.

Virginia is "active," the fee is \$5, and it is not necessary to appear in person. Fourteen exchange certificates were issued last year.

Washington is not a member of the Association, and has no reciprocity arrangement whatever.

West Virginia is "active," the fee is \$10, and it is not necessary to appear in person. Three reciprocal registrations were granted last year.

Wisconsin is "active," the fee is \$15, and the State Board is not governed rigidly by the rules of the N. A. B. P.; the Board reserves the right to modify or waive such regulations. Every applicant for reciprocal registration must appear before the Board in person, or before some member of the Board. Ten certificates of this character were issued last year.

Wyoming is not a member, and registers only on examination. No exchange relationship of any kind has been provided for.

By way of recapitulation, the "active" States are Alabama, Arkansas, Arizona, Connecticut, Delaware, District of Columbia, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Mary-

land, Maine, Massachusetts, Michigan, Missouri, Montana, Nebraska, New Hampshire, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, West Virginia, and Wisconsin.

It is possible for a druggist registered by examination in one of these States to become registered in the others.

The "associate" States are Colorado, New York, North Carolina, Pennsylvania, and Mississippi. These States do not issue reciprocal registrations.

New Jersey and Rhode Island do not issue reciprocal registrations.

California does not issue a reciprocal certificate, but does grant what may be termed its "credentials" certificate.

Ohio, Nevada, and Minnesota issue reciprocal certificates based on rules of their own.

In Michigan, in case the candidate is refused registration, the \$15 fee is returned, as is also the \$5 paid to the Secretary of the National Association. It is presumed that all States operate on the same plan.

REFITTING TO MEET THE TIMES

By LOUIS H. HAMM

Just thirty years ago this month I applied for a position as an apprentice in a drug store. I offered my services gratis provided I could have a chance to learn the business without being compelled to wash bottles and pack goods in the wholesale department. I had completed two years' work in a classical college and was fairly well versed in languages and the sciences. I was fortunate enough to serve under a prescription clerk who was a Ph.G. from one of the oldest colleges of pharmacy in our country.

My training was very severe. The first thing impressed on my mind was how to approach a customer so as to be both dignified and genial and at the same time to appear interested in his wants. Especially was I instructed in the proper way to wait upon a woman customer. I was also told never to hold the end of the twine in my mouth, as I

had observed was the custom in all the stores where I had traded before entering upon my career. We must have no loafers, no smoking, and all must be as placid as a trout lake in May. Such were my instructions at that time in the general conduct of the store. The windows must be dressed with colored bottles, crude drugs, or the best of toilet articles, not with patent medicines, syringes, supporters, or other articles of a like nature. The cigar counter must be in the rear of the store and in as little prominence as possible.

A READJUSTMENT INDICATED.

This training was the correct thing at that time, and after entering in business for myself I followed it for fifteen years; so well, in fact, that my nearest neighbor remarked one day that I had a large women's trade. "Yes," I said, "but I am not making any money. I am

going to refit, for I think refitting once in a while is as necessary as restocking."

The conditions of my location had gradually changed, and I had to change or quit. I was in the center of the business district where the steam and the electric cars delivered their passengers from the suburban districts. Family drug stores had opened up in the resident districts, and the women did not have to come down-town for ice cream or prescriptions. My store was small, and if people saw two or three customers in it at once they would not come in, for fear of delay.

I was in a quandary and knew not what to do.

I took a week's trip away to another State where there were larger cities and more of them. I visited a number of stores without making myself known and asking few questions. I thought I could imitate if I could not originate.

REFITTING TO SUIT LOCATION.

I came back and refitted my store and stocked it as my location seemed to demand. I made cigars, pipes, and smokers' supplies one feature of my store, and all kinds of sundries another feature. The shelf bottles were put in the back room where we could reach them handily, and, as a result, names that customers could not understand ceased to furnish food for questions. My store looked very little like the old-style drug store, but was a success from the start.

The next important move, and the hardest of all, was to select a clerk who would carry out my instructions according to my borrowed ideas. Again my travels and study of human nature did not fail me. I had visited the coast of my State many times, duck shooting and deep-sea fishing, and had observed how quickly and correctly a man would obey an order. I thought if I could only get a clerk to do the same thing it would be a blessing.

A druggist in town had a young man whom he had employed for four years and wished me to hire him. This young man was from the coast section where I had been on my

pleasure trips. I at once took him in and began to train him my own way. The result far exceeded my expectations.

I soon found that he was a natural wag, very pleasant and agreeable to both women and men. He would sell a postage-stamp as cheerfully as he would a five-dollar pipe. And above all, he allowed his customers to know more than he did. He furnished amusement for the most learned scholar and interest for the humblest citizen.

ONE PRICE TO ALL.

I told him that I had only one price to customers, friends, or relatives, and asked that he maintain it. One day, after he had been with me for about six months, he banged his fist down on the counter and exclaimed, "You have the queerest lot of customers I ever saw." I asked him why he thought so, and he replied, "I have been here six months, and no matter what price I ask I have not had a kick. Where I worked before I never knew what price I would get, as most all the customers would say, 'Mr. — (my boss) lets me have those pills for forty-five cents. You shouldn't ask me fifty!'"

Of course after I put in my side-lines and relegated the shelf bottles and drugs to the back room the other druggists, at our regular meeting and banquet, jollied me about my store, as they had done often before about my many fads. "What," they asked, "are you running, a pipe store or a general store?" "No," I replied, "I am still running a drug store, but with crude drugs as a *side-line*." A good many of them are now doing as I am.

While, with my present method of doing business, I make a special effort to get the men's trade, the business is not confined to them by any means. The women come just the same. At first some of them would say: "I would like to trade with you better if you did not make such a display of smokers' goods." But they are used to it now, as most stores have their cigar counters in front and make many window displays of pipes and tobaccos. The kickers still trade with me.

BOARD QUESTIONS ANSWERED

AN IOWA EXAMINATION.

PHARMACY.

1. What are volatile oils?

Volatile oils are odoriferous bodies of oily character that are volatile without decomposition at ordinary temperature. They may be conveniently divided into four classes: terpenes, oxygenated oils, sulphureted oils, and nitrogenated oils.

2. Name five volatile oils.

Oils of anise, bitter almond, cinnamon, lemon, and rose.

3. What are fixed oils?

Fixed oils are bodies which are greasy to the touch and which leave a permanent oily stain on paper. Chemically they are compound bodies containing the radical glyceryl in combination with anhydrides of the various fatty acids.

4. Name five fixed oils.

Cottonseed, linseed, olive, castor, and croton oils.

5. What would you consider the best solvent for (a) quinine, (b) salol, (c) boric acid, (d) scale pepsin, (e) resublimed iodine?

(a) Alcohol, (b) alcohol, (c) glycerin, (d) water, (e) alcohol.

6. Name five tinctures with a drug percentage of more than ten.

Tinctures of asafetida, bitter orange peel, benzoin, serpentaria, and ginger.

7. Name five tinctures with a drug percentage of less than ten.

Tinctures of musk, kino, iodine, nux vomica, and lavender compound.

8. Briefly give the manner of preparation and state the ingredients of hive syrup.

Hive syrup (compound syrup of squill, U. S. P.) may be prepared as follows: Mix 80 Cc. of fluidextract of squill with 80 Cc. of fluidextract of senega. Evaporate the mixture, in a tared dish, on a water-bath, to 100 grammes, and mix the residue with 350 Cc. of water. When the mixture is cold, incorporate with it, intimately, 20 grammes of purified talc, filter, pass enough water through the filter to obtain 400 Cc. of clear filtrate, and add to this 2 grammes of antimony and potassium tartrate previously dissolved in 25 Cc. of hot water. Dissolve 750 grammes of sugar in this

liquid by agitation, without heat, strain, and add enough water through the strainer to make the product measure 1000 Cc. Mix thoroughly.

9. Briefly give the manner of preparation and state the ingredients in chloroform liniment.

Mix, by agitation, 300 Cc. of chloroform with 700 Cc. of soap liniment.

10. Briefly give the manner of preparation and state the ingredients of Seidlitz powders.

To make 12 sets of two powders each: Mix 31 grammes of sodium bicarbonate, dried and in fine powder, with 93 grammes of sodium and potassium tartrate, dried and in fine powder; divide this mixture into 12 equal parts, and wrap each part in a separate blue paper. Then divide 27 grammes of tartaric acid, dried and in fine powder, into twelve equal parts, and wrap each part in a separate white paper.

11. Briefly give the manner of preparation and state the ingredients of solution of magnesium citrate.

Dissolve 33 grammes of citric acid in 125 Cc. of water, and, having added 15 grammes of magnesium carbonate, stir until it is dissolved. Filter the solution into a strong bottle of the capacity of about 360 Cc., containing 60 Cc. of syrup of citric acid. Then add enough water to nearly fill the bottle, drop in 2.5 grammes of potassium bicarbonate, and immediately stopper the bottle securely. Lastly, shake the mixture occasionally, until the potassium bicarbonate is dissolved.

12. What are the common names of the following: (a) Solution of antimony bichloride, (b) phenyl salicylate, (c) mercurous chloride, (d) acetphenetidin, (e) sulphonethylmethane?

(a) Butter of antimony, (b) salol, (c) calomel, (d) phenacetine, (e) trional.

13. What are the official Latin names of the following: (a) Salol, (b) aspirin, (c) Brown's mixture, (d) antiseptic solution, (e) Hoffman's anodyne.

(a) Phenylis salicylas.

(b) Aspirin is not official in the U. S. P. Moreover, the name "aspirin" is a coined one and cannot logically be given a Latin form. It might be written "aspirinum," but to do so is poor prescribing and worse Latin.

(c) Mistura glycyrrhizæ composita.

(d) Liquor antisepticus.

(e) Spiritus ætheris compositus.

14. State briefly how you prepare emulsions.

A typical emulsion, as of cod-liver oil, for instance, may be prepared as follows:

Place in a mortar one-fourth as much finely powdered acacia as the oil to be used, then add the oil and triturate well together into a smooth mixture. Next add all at once, not gradually, twice as much water as the acacia which has been used, and stir rapidly until a perfect emulsion has been formed, which is known by the appearance of a white pasty mass, free from oil particles, and a peculiar crackling noise as the pestle is drawn through the adhesive mixture. This primary emulsion should be well scraped with a spatula from the pestle and sides of the mortar, again stirred, and then the remainder of the water, or other diluent, slowly added with constant stirring.

15. State briefly how you prepare suppositories.

Hand-made suppositories may be made as follows:

Effect an intimate mixture of the active ingredients and vehicle in a mortar, by forming them into a uniform mass, and transfer the mass to a graduated tile to be divided into the required number of equal parts, which are then properly shaped with the fingers.

16. State briefly how you prepare decoctions.

Whenever a special strength is not directed the following general directions are carried out:

Put 50 grammes of the substance, coarsely comminuted, into a suitable vessel provided with a cover; pour upon it 1000 Cc. of cold water, cover well, and boil for 15 minutes; then let it cool to about 40° C., strain the liquid, and pass through the strainer enough cold water to make the product measure 1000 Cc.

17. State briefly how you prepare infusions.

Whenever a special strength is not directed the following general directions are carried out:

Take of the substance, coarsely comminuted, 50 grammes; boiling water, 1000 Cc.; water a sufficient quantity to make 1000 Cc. Put the substance into a suitable vessel provided with a cover, pour upon it the boiling water, cover the vessel tightly, and let it stand for one-half hour in a warm place. Then strain and pass sufficient water through the strainer to make the infusion measure 1000 Cc.

18. State briefly how you would prepare elixirs.

Many elixirs can be prepared extemporaneously by simple solution of the medicinal ingredients in the desired vehicle. Additional operations, such as the use of heat, maceration, filtration, etc., are sometimes required.

19. How many grains in 8 grammes?

In one gramme there are 15.4234 grains. Therefore in 8 grammes there would be 8×15.4234 grains or 123.3872 grains.

20. What part of an avoirdupois ounce is 8 grammes?

An avoirdupois ounce contains 437.5 grains. Therefore, 8 grammes is equivalent to $123.3872/437.5$ or $282/1000$ of an avoirdupois ounce.

21. How many fluidrachms in 15 Cc.?

1 Cc. is equivalent to 16.23 minims. Therefore, in 15 Cc. there would be 15×16.23 or 243.45 minims, which is equivalent to $4 \frac{7}{120}$ fluidrachms.

22. What part of a pint is 15 Cc.?

One pint contains 7680 minims. Therefore, 15 Cc. is $243.45/7680$ or $317/10000$ of a pint—practically $1/32$ of a pint.

23. What care should be taken in a drug store in keeping in stock spirit of nitroglycerin?

Great care should be exercised in dispensing, handling and storing the spirit, since a dangerous explosion may result if any considerable quantity of it be spilled, and the alcohol be partly or wholly lost by evaporation. If, through accident, it be spilled, a solution of potassium hydroxide should be at once poured over it, to effect decomposition.

24. What care should be taken in storing spirit of nitrous ether?

It should be placed in small, well-stoppered, dark amber-colored vials, and kept in a cool place, remote from lights or fire.

25. What care should be taken in storing phosphorus?

It should be carefully kept under water, in strong, well-closed vessels, in a secure and moderately cool place, protected from light.

26. What care should be taken in storing syrup of ferrous iodide?

It should be kept in well-filled bottles of flint glass and not away from the action of light.

LETTERS

WHAT AN AUSTRALIAN THINKS OF US.

To the Editors:

I want to tell you, as an Australian reader, what does and what does not appeal to me in the *BULLETIN OF PHARMACY*.

As you will admit, of course, there are some departments that do not interest us—say the “Month’s History,” for instance. Apart from the interest that centers around things in the U. S. A., this has nothing to do with us, not being acquainted to any extent with American views. Yet the department has this much to its credit: an outsider can get a glimpse of what is doing on that side of the world.

So keep it in, for we want to know how to act, if the same laws, etc., are ever applied here.

What has just been said also applies in a similar manner to the Editorial department. It is, in a way, purely local, but interesting.

The department of “Profits and Earnings” is a splendid section, for as a rule the average druggist is a fat-head at his books. This department seems to bring that fact home to him. It is a good thing. Keep it going. I have used it successfully, for it hit me up a bit.

The department of “About People” would be excellent indeed if you knew any of the exalted brethren. But we don’t.

The pictures are splendid. Interiors of shops are good, and it is a study of these photos that gave me the idea of fitting out my new shop, which is the only one so fitted in Western Australia. Everybody has liked the arrangement, it being quite novel and attractive. Keep your pictures: interiors, exteriors, and all the rest.

The department of “Questions and Answers” is good, and it has in many cases proved extremely useful to me.

The rest is all good, too, and very interesting; but I miss the Observer. Did he hurt somebody?

He was good and often must have touched sore spots. Find him again.

Your journal is all right!

I started four years ago in a suburb not thickly populated, in a shanty. Eighteen months later I enlarged, and last November I went into new premises, built to suit my order.

The ideas for the new place were collected gradually; the interior, as above stated, was taken from many of your photos. The outside was also suggested by one of your photos.

The dispensing arrangements were practically my own. I am not blowing my own trumpet, but I can say that my store is universally accepted as the most up-to-date one in Western Australia. The local people are pleased with it and are getting quite used to the new idea of no counter. This is replaced by separate cases, glass sides, front and top, just high enough to serve over comfortably.

Some think I am rushing things a little, as many of these ideas are new and have never been tried here before; but I am glad to say that I have no cause for complaint, so far. The innovations are “making good.”

The “old stock” sale, also the “jitney” sale, were winners. I got good money for dead stock. I sacrificed, of course, but I got rid of it, and have the money working.

Keep your journal as it is! I am enjoying it; it makes money for me; puts new ideas into my head, and keeps me from getting stale.

R. L. BURLINSON.

North Perth, West Australia.

SPIRITED COMMENT.

To the Editors:

My hat is off to Old Man Hicks! However any one with half an eye can see he is not a druggist. No real druggist ever sold four ounces of sulphur for a nickel, though I once read of one who sold a cent’s worth, and the grateful customer spent nearly seventeen dollars for fishing tackle, safety-razors, and other drugs.

What a vain old man! Just had to quote Freud and show us a thing or two. Still, I guess some druggists may have read Freud and have waded through the obscurities of his disciple Jung, too.

I think the old man is right about the drug business paying, although not always in money. Some time ago the *BULLETIN* had two articles along this line, one writer seeing the beautiful and romantic in our old gums, resins, and balsams, the other only the drudgery of the drug shop.

There is a happy medium, I believe, between the Lotus-eater and the Brother to the Ox; anyhow, I know of a druggist who lets profit

and pleasure go hand in hand. He buys a few pounds of the dried flowers of the malva, rose, violet, calendula, etc., and after satisfying his esthetic sense, he scents the lot up with a few essential oils and a synthetic or two, and the outfit sells as an "old-fashioned sachet."

In every business we get out of it what we put into it; and if druggists would only realize that merely getting people into the shop does not mean profit, we would not have so many complaints.

State associations? Good things; everybody gets what is coming to him. In our good State, the pharmacy board and the State association are intimately connected, and members of the Old Guard get the fat offices on the board, keep them for ten or fifteen years, and then name their successors. The other members hear their own voices occasionally and get to be some of the many vice-presidents, possibly (our association has five), or maybe president.

Some one must do the work and reap the reward, and why not the Old Guard? Those comprising it usually wear a good-sized hat and remember that six-and-seven-eighths is the regulation sucker size.

Good-bye, Old Man Hicks! What a backbone you must have, to tell a dime customer right out that you do not want her trade! That is not according to the usual drug-store rules, where one sometimes feels that he has to sacrifice his self-respect. Our own fault, though; many a druggist mistakes servility for civility.

A CRACKER DRUGGIST.

PROMPTED BY ONE OF HITTER'S CARTOONS.

To the Editors:

Just a few lines for your indispensable magazine.

Only a few nights ago I had a sweet dream. Not about the narcotic law, however, as illustrated in your cartoon in the April number. The narcotic law has not caused me to have such dreams, for I have always found it easy to keep up with this law by reading the BULLETIN OF PHARMACY.

But the "trouble" in my dreams has been the rise in the price of drugs. I dreamt that potassium iodide and iodine resublimed had advanced so that I had to sell tincture of iodine for a dollar an ounce. On waking up next

morning I was glad to realize that this is not yet quite true; not yet; not quite.

I know of a druggist in this State who guards against having dreams about the narcotic law by refusing to fill narcotic prescriptions, claiming he cannot keep up with the government factory, which is so prolific in turning out rules and regulations. I should think that if he would read the BULLETIN he might stop losing money.

J. S. GARY, Ph.G.

Erath, La.

PRETTY GOOD AT THAT!

To the Editors:

I am sending you an order that we received the other day from a negro. He brought it into the store without explanation, and we

MATHESON DRUG CO.

BY *Annette B. Boms*

arrived at the conclusion that what he wanted was Analgesic Balm. No wonder the poor fellow couldn't spell it.

Fort Meyers, Fla. MATHESON DRUG CO.

HERE'S A GOOD ONE!

To the Editors:

The accompanying letter blew into our place not long ago. Pretty good, isn't it? No

*5 ct worth of Aunt
Cambell's headach
Tablets*

particular difficulty will probably be found in interpreting what was wanted.

ALLABAND'S PHARMACY.

Washington, D. C.

We get good advice from the magazine, being very much interested in your articles on bookkeeping. This gives us more trouble than any other department of our work. We have, however, watched the annual statements of others and are glad to say that our's seems to compare very favorably with some of the best.

MARSHALL & PENDERGRAST.

Atlanta, Ga.

BLAME THE WAR —and Not Your Local Druggist

If you don't know the real conditions, you are apt to blame your local druggist because he charges you more for filling a prescription than he did a year ago. Maybe you can't understand why you only get half as many quinine capsules for a dime, or why

you have to pay almost double for the same size Bottle of Castor Oil. It would MEAN MORE BUSINESS FOR YOUR LOCAL DRUGGIST IF HE COULD SELL AT THE SAME OLD PRICES. BUT HE CANNOT.

Because of Blockades and Embargoes, It Is Impossible for Him to Sell at the Old Prices. The Deadly Submarines of the warring nations are to blame. The European war has practically cut off all importations of drugs from foreign markets. Men formerly given steady employment in the great German chemical factories are now in the trenches.

Where Foreigners Formerly Sold to Us, Now They Buy From Us.

Nations which once SOLD drugs to this country are now buying here—thus not only cutting off our largest source of supply, but demanding that we supply them with their needs. Druggists of the South could have made enormous profits by selling their surplus stock to New York brokers. Recently we could

have sold our entire stock of quinine for twenty-five cents an ounce above the highest price we ever charged our customers, but we didn't do it. We knew our customers would need it, and we wanted to protect them. Your druggist could have sold out, but he didn't do it, because he wanted to protect YOU.

Your Druggist Isn't a Robber, He Is Your Friend and Neighbor, a High-Class Gentleman

He is interested in his community—in YOU. He tries to serve your best interests. When he charges you more for his goods it is because they are costing him more—many times more. Everything he buys costs him from fifty per cent to FIVE THOUSAND per cent more than it did a year ago; even his freight has advanced materially.

The Real Situation.

Glance over the table which follows and see for yourself under what great burdens your retail druggist is laboring. Think of the thousands of items he must

carry in stock—MANY OF THEM SLOW-MOVING AND PROFITLESS AT BEST

SOME REMARKABLE AND INTERESTING FIGURES

Acetanilid, advanced	600 per cent	Chloride Lime, advanced	800 per cent	Phenolphthalein, advanced	190 per cent
Acetophenetidin, advanced	2,300 per cent	Chloroform, advanced	175 per cent	Potassium Acetate, advanced	800 per cent
Acid Benzoic from Toluol, advanced	2,100 per cent	Cod Liver Oil, advanced	700 per cent	Potassium Bicarbonate, advanced	2,115 per cent
Acid Salicylic, advanced	800 per cent	Cream Tartar, advanced	100 per cent	Potassium Bromide, advanced	1,150 per cent
Acid Tartaric, advanced	120 per cent	Cresote B. W., advanced	700 per cent	Potassium Chloride, advanced	470 per cent
Alum, advanced	400 per cent	Epsom Salts, advanced	250 per cent	Potassium Permanganate, advanced	1,765 per cent
Ammonia Bromide, advanced	515 per cent	Gelatin, advanced	200 per cent	Quinine, advanced	200 per cent
Antipyrin, advanced	2,700 per cent	Glycerin, advanced	200 per cent	Rosarin, advanced	2,755 per cent
Aspirin, advanced	150 per cent	Iron Reduced, advanced	115 per cent	Rochelle Salts, advanced	100 per cent
Atropine Sulphate, advanced	440 per cent	Launoline, advanced	300 per cent	Saccharin, advanced	710 per cent
Bismuth, advanced	200 per cent	Mercury, advanced	245 per cent	Saliol, advanced	500 per cent
Borax, advanced	100 per cent	Methylene Blue, advanced	1,265 per cent	Salt Petre, advanced	350 per cent
Caffine, advanced	500 per cent	Moth Balls, advanced	600 per cent	Sodium Benzoate Granular, advanced	1,840 per cent
Caffeine Alkaloid, advanced	370 per cent	Oxalic Acid, advanced	900 per cent	Sodium Salicylate, advanced	665 per cent
Calomel, advanced	200 per cent	Paris Green, advanced	200 per cent	Zinc Sulphate, U. S. P. Gran., advanced	115 per cent
Castor Oil, advanced	400 per cent	Pernoxide Hydrogen, advanced	200 per cent	Crude Drugs have advanced	100 to 5,000 per cent

WE BELIEVE IT IS DUE THE RETAIL DRUGGIST THAT THESE FACTS BE MADE KNOWN TO THE PUBLIC, AND WE VOUCH FOR THE ACCURACY OF EVERY STATEMENT MADE. REMEMBER THESE FIGURES WHEN YOUR BILL SEEMS UNUSUALLY LARGE.

SPURLOCK-NEAL CO.

WHOLESALE DRUGGISTS

NASHVILLE, TENNESSEE



Helping the Druggist.

This is a reproduction of a full-page ad which appeared in the *Nashville Tennessean*. The retail patrons of the Spurlock-Neal Company, wholesale druggists, were highly pleased to receive this assistance, for customers of drug stores are inclined to find fault when asked to pay more for a product or preparation than they have been in the habit of paying. Show such customers this page.

THE SODA FOUNTAIN.

THE USE OF STABILIZERS IN ICE CREAM.

In an address delivered before the Nebraska Association of Ice Cream Manufacturers and reprinted in the *Pacific Drug Review*, J. H. Fradsen, professor of dairy husbandry in the University of Nebraska, discussing the value of stabilizers as a method of improving the body and texture of ice cream, said:

"Stabilizers are substances added to ice cream for the purpose of improving the body and texture of the ice cream by preventing the formation of ice crystals in the finished product. In some cases a substance which is added to give the ice cream a better body is termed a *binder*, and a substance to give a smooth texture and prevent the formation of ice crystals is termed a *filler*. As a matter of fact, a substance that will act as a binder will act as a filler also. These terms, however, are somewhat misleading. The term 'stabilizer' comes nearer suggesting the true function of these substances in ice cream. Body and texture are so intimately related that the two usually go together, and in many places these terms are used interchangeably. On this point Washburn says, 'The words *body* and *texture* are used in ice-cream making to mean two quite different things. *Body* is synonymous with structure or substance. It refers to the entire mass as a unit. *Texture*, on the other hand, has to do with the finer make-up of the article. . . . The one has to do with the mass characteristics; the other with the arrangement of the particles.'

SOME COMMON STABILIZERS.

"There are numerous substances which may be used as stabilizers. The most common ones are starch, egg albumin, milk solids, gums, gelatin, and prepared powders made from a mixture of two or more of these.

"The starchy stabilizers are still used quite extensively in ice-cream making. Corn starch, wheat flour, rice flour and arrowroot starch are the most common of these. Rice flour meets with considerable favor on account of the small size of the starch grains. All starchy substances, however, should be cooked before being used in ice cream because the starch grains break down in the cooking process and are more evenly and thoroughly incorporated with the cream. If the starch is not cooked, the coarse grains will very likely be apparent in the finished product. These starchy stabilizers are sometimes used in the plain ice cream and in the cheaper grades. They are rarely used in the fancy cooked mixtures containing eggs.

"Eggs when used in ice cream act both as a stabilizer and as a flavor. Ice cream which contains many eggs has a very smooth texture, a heavy body, and a pronounced custard flavor. Ice-cream mixtures of this class must always be cooked before the mixture is frozen.

"Milk solids, however, do not require cooking and serve a useful purpose in the ice-cream mixture. These substances are added to the mixture either as milk powder, condensed milk, or in the form of homogenized cream. Where these substances are used in the mixture the ice cream has a better body and texture

and also a higher food value on account of the higher percentage of milk solids which it contains. In addition to the substances already mentioned, there are certain gums which are sometimes used in ice cream.

"Tragacanth is the name of a gum obtained from plants found in the mountains of Asia Minor. The gum exudes through natural fissures and through incisions, appearing as ribbon and leaf or flake tragacanth. When placed in water, gum tragacanth does not dissolve, but swells and becomes so distended as to occupy all of the water in which it is placed, forming an adhesive, viscous mass. When used as a stabilizer for ice cream the required amount of gum is soaked in warm water before being added to the ice-cream mixture, or a 'gum tragacanth stock' may be prepared by placing one ounce of gum tragacanth in a quart of water and heating gently until the entire mass becomes thick and tenacious. About three pounds of sugar are then added, and in this condition the gum will keep for several weeks.

"Gum tragacanth possesses some advantages over many of the other substances used in the ice-cream mixture in that it is tasteless, odorless, and easy to use. It is a very satisfactory stabilizer and is frequently used in place of gelatin, particularly where public sentiment is against the use of the gelatinoid stabilizers.

USE OF PREPARED POWDERS.

"Prepared powders, known as ice-cream powders, or by some special trade name, are made up for the most part from some of the substances described in the foregoing. The value of these substances depends upon the presence of finely powdered gum tragacanth or gelatin or a mixture of these with rice flour, powdered arrowroot, and sugar. The results obtained from the use of these are sometimes quite satisfactory, but on the whole it would seem more desirable for the ice-cream maker to know the exact nature and composition of the stabilizer used. City ordinances and State laws are not uniform in regard to the use of stabilizers in ice cream; hence the importance of knowing the composition of prepared substances such as ice-cream powders.

"The object of using stabilizers is to give the ice cream a more pleasing texture and a better body. It seems that the opinion quite commonly held by those unfamiliar with the process of ice-cream making is that these stabilizers are adulterants. This, however, is not the case, as these substances are almost analogous to the baking powders or cream of tartar and soda, eggs, and other substances used in cakes to give lightness. In other words, stabilizers are essential to the production of good body and texture in ice cream made under practical commercial conditions. Instead of being adulterants or substitutes for other food products, many of these have a high food value. The food value of eggs is well known to all. The milk solids which are added in the form of milk powder or condensed milk have a high food value also, and at the same time improve the flavor of the ice cream.

"The effect of stabilizers upon 'swell' has apparently been somewhat overestimated. The opinion held by some is that a stabilizer is used to increase the 'swell' of the ice cream. The opinion is shared by many ice-cream makers also, but, according to all data on this subject available at the present time, stabilizers appar-

ently have just the opposite effect. It has been pointed out that as a rule where varying amounts of these substances are used there is a very noticeable reduction in the average 'swell' of the ice cream during the freezing process.

GELATIN IS SOMETIMES OBJECTED TO.

"The use of gelatin in ice cream is frequently denounced not only because some consider it an adulterant, but because of the fact that it may become contaminated in the manufacturing process. Since this is quite true of the lower grades, great care should be exercised in selecting the gelatin used in ice-cream making. When the proper precautions have been taken to select gelatin of known purity, there can be no reasonable grounds for objecting to its use in the ice-cream mixture. The amount used is quite insignificant, and instead of being a harmful substance, it is a food of no little value. Although gelatin is not a tissue builder, it is said to have a heat and energy value about equal to that of proteids and is very easily digested. Owing to the fact that gelatin melts very readily in warm weather and solidifies again upon cooling, it makes an excellent stabilizer for ice cream and sherbets.

"As has been pointed out, these substances are for the purpose of improving the body and texture of the frozen product. This is a matter of considerable importance to the ice-cream maker where the ice cream must be shipped or hauled some distance before it reaches the consumer. In the hot summer weather it is difficult to ice a tub thoroughly enough so it will stand a very long shipment unless a stabilizer of some sort has been used. The temperature of the ice cream need rise only a few degrees when the ice cream is repacked. If the ice cream becomes slightly softened in transit and is then iced down and frozen it will be found that the texture has become more or less granular. The difficulties in handling rail shipments of ice cream in hot weather must be encountered to be fully appreciated. These difficulties are overcome, in part at least, by the judicious use of stabilizers."

AS TO SODA CHECKS.

The practice of causing a customer to purchase a check before he is served with a drink does not always meet with the approval of the public. At least, that is the impression we gather from the following outburst by "Henry Clay Oneliner," who conducts a column on subjects of timely interest in the *Boston Journal*:

THE IDEA is this—
IF THE drug stores distrust their clerks,
WHY don't they hire some new ones?
WHY, I ask you,
SHOULD they expect the public
WHICH HAS troubles of its own
TO engage with them
IN A CONSPIRACY to
KEEP THEIR soda dispensers from knocking down?
THAT'S WHAT it amounts to, isn't it?
YOU GO into a drug store to get a drink.

IF YOU are from the country or somewhere else,
YOU WALK up to the gentleman with the Adam's apple
AND NAME your shot.
DO YOU get the drink?
YOU DO NOT.
THE gentleman with the
WHITE COMPLEXION and the black skull cap
GIVES YOU a look like a headquarters inspector
AND INDICATES a bird in a gilded cage
ON THE outskirts of the crowd.
IT IS UP to you, citizen,
TO go over to her and get your check,
AND BRING it back.
YOU MIGHT think that you could walk up to the marble
bar,
LAY DOWN your nickel, and
DEMAND a raspberry phosphate.
YOU MIGHT even think the law was on your side.
AND IT MAY be, at that.
I, FOR ONE, would enter a society
TO BE called the Anti-Soda Check Society
AND make a test case of it,
IF WE could get enough members.
IF ENOUGH strong men would join,
OR people handy with their dukes,
OR strong-arm men,
I WOULD gladly be one of 12
TO WALK INTO any soda fountain where they have
this system,
LAY DOWN 60 cents on the wet marble
AND DEMAND 12 lemon and limes
AND SEE what would happen.
BUT I WOULD never dare to do it alone,
AND I don't advise any one else to.
SEND IN your names for the new society.
LET US try it on.
PERHAPS we could put it over,
AND SO free mankind from a pest.

SUNDAES FROM SUNDRY SOURCES.

PETER PAN SUNDAE.

Place a slice of pineapple in a fruit nappy and pour over it an ounce of crème de menthe syrup. On this place a No. 10 cone of pistachio ice cream and sprinkle with chopped pecan nut meats. Top with whipped cream and add a green cherry.

BANANA SUNDAE, PLAIN.

Place two No. 20 mounds of vanilla ice cream close together on a split banana, and cover with whipped cream so as to make an oblong mound. Sprinkle the whipped cream with grated sweet chocolate and drop a maraschino cherry in the center.

COUNTY CORK SUNDAE.

Make a quart of orange flower water syrup (4 ounces of water and simple syrup enough) and color a light green. Put a No. 8 mound of pistachio ice cream into a champagne glass

and pour over it a little of the syrup. Around the ice cream put a ring of crystallized ginger. Drop 8 or 10 roasted filberts over the cream, top with a little whipped cream, and drop a green cherry on it.

LUCKY THOUGHT SUNDAE.

Into a fancy stem glass put a ladle of bittersweet chocolate dressing. Add a spoonful of chopped pecan nut meats, one of walnuts, and a No. 10 mound of vanilla ice cream. Fill nearly full with whipped cream and place a No. 20 mound of chocolate ice cream on top.

WALDORF SUNDAE.

Place two 16-to-the-quart measures of ice cream on a china saucer side by side. In the center between the two place a tablespoonful of a mixture of equal parts of chopped walnuts and green apple chopped coarse. Over this place a spoonful of whipped cream and top with a cherry.

IRISH FRIEZE SUNDAE.

Put a No. 10 cone of lemon water ice into a sundae cup, pour over it a small amount of mint syrup, and top with a green cherry. A sprig of green mint, when obtainable, will add to the decorative effect of this sundae.

GRAPE SUNDAE.

Into a sundae glass turn a cone of ice cream; over this pour a half-ounce each of plain syrup and grape juice. Over this place a spoonful of whipped cream and garnish top with a couple of walnut halves and three Malaga grapes.

ALMOND CHOCOLATE SUNDAE.

Place a portion of vanilla ice cream in a glass, pour over it about one ounce of chocolate syrup (or a little more if desired) and sprinkle with chopped almonds. Both the syrup and the ice cream may be varied.

MACAROON SUNDAE.

In the bottom of a sundae glass or saucer place a fresh macaroon. On this place a 10-to-the-quart cone of ice cream. Over this pour a ladleful of pineapple crushed fruit. Garnish with a spoonful of whipped cream. On top of this place a half pecan nut and a cherry.

DUBLIN SUNDAE.

Cut up a small quantity of green cherries, mix with a little green syrup, and flavor with a few drops of extract of bitter almonds. Put a No. 10 mound of ice cream in a sundae cup. Place a ring of thin slices of citron around the ice cream and pour a small ladle of the cherry mixture over the top.

LADY PINK SUNDAE.

Color a pint of cream a delicate pink and sweeten as usual and whip. Cut a dozen marshmallows into small pieces and mix into the whipped cream. This may be used as a topping for some specials or as a dressing in the usual manner. In the latter case it is very nice when sweetened with rose syrup.

BREATH OF SPRING SUNDAE.

On a small oblong dish place two No. 16 cones of ice cream, one strawberry, the other vanilla. Over the strawberry pour fruit salad and sprinkle with chopped walnuts. Over the vanilla pour either chocolate or caramel dressing and sprinkle with nuts. Top the cones of ice cream with a cherry.

SLICED ORANGE NUT SUNDAE.

Place a cone of ice cream in a sherbet glass and pour over the cream half an ounce of orange syrup. Place on each side of the cream slices of orange, and over all pour a large spoonful of crushed walnuts. Top off with whipped cream and a maraschino cherry.

THE IMPROVEMENTS IN TWO DECADES.

According to a statement appearing some time ago in the *Confectioners' Journal*, the great or radically important improvements in soda as served at counters in the past twenty years have really been very few. Chief among the new departures are:

The introduction of ice-cream soda, which made soda appeal to every one.

The use of so-called hot soda—really hot drinks, which popularized the all-the-year soda service.

The use of shaved ice in drinks and with fruit.

The creation of the sundae with its unlimited variety.

The discovery of concentrated fruit syrups for use in place of fruit juices or extracts.

The perfection of the automatic carbonator, permitting the making of soda water on the premises at a nominal cost.

The introduction of crushed fruits with their large possibilities.

The use of raw eggs in making soda drinks of various kinds.

The introduction of whipped cream in connection with sodas, sundaes, and egg drinks.

The use of marshmallow at soda fountains.

The development of the luncheonette at the fountain, which has had and will have a further development.

The use of electric utensils, especially mixers.

The application of sanitary service in every phase, which has caused public confidence in soda.

Individual paper cups.

The discovery and perfect development of the present sanitary pump soda fountain with all its conveniences.

These introductions are not many, but they have been almost revolutionary in their effect, and each and every one of them has resulted in the betterment of the soda trade and the large increase in the volume of business done. Some few of the changes have resulted in the doubling of business many times over in the short space of two or three years.

ARTIFICIAL VS. NATURAL ICE.

Natural ice has a greater refrigerating power than manufactured ice, is the opinion voiced by Ex-President Belcher of the Mountain States Ice Manufacturers' Association, in the course of remarks made while acting as chairman of the recent convention of that association in Denver, Col. A cubic foot of natural ice, according to the speaker, does not weigh as much as does a cubic foot of the manufactured article, because of the presence of air cells in the former. This confined air, the speaker stated, when set free by the melting of the ice, adds materially to the refrigerating effect.

The great talking point in favor of the manufactured product is, in the opinion of Mr. Belcher, the fact of its purity, which is insured by the conditions under which it is made. This makes it far more reliable from the standpoint of safety, where it is employed as an actual constituent of products intended for human consumption.—*Ice Cream Trade Journal*.

HANDLING A RUSH CROWD.

C. G. Bassman, in an article which appeared recently in the *Druggists Circular*, has the following to say concerning the handling of rush crowds at his fountain:

"We figured for some time on how to handle our theater crowd and odd rushes without keeping a bunch of help hanging around all day for the rush purpose. Here is the result:

"We have twenty tables, numbered from 1 up to 20. The customers as they arrive are requested to sit at the unoccupied table bearing the lowest number, as orders from No. 1 will be filled first, from No. 2 next, and so on. The result is that all are waited on in their proper turn. The request is marked on a large card hanging in a conspicuous place at the fountain, and is repeated on the menu cards.

"We have no complaints of orders being filled out of their proper turn."

PRACTICAL PHARMACY

Substances which Retard Pepsin Digestion.—

In a paper printed in the *Journal of the A. Ph. A.*, C. F. Ramsay, of Detroit, Michigan, states that during the course of some work which required the testing of a number of tablets and elixirs containing pepsin it was found that some of the samples did not have the pepsin activity which they should have possessed.

Some of the tablets contained a sufficient quantity of calcium carbonate to lessen the acidity of the acid medium, thus making the tablets appear to contain less pepsin than was really present. In other samples there were present substances which by their mere presence retarded the pepsin digestion.

As the result of a number of experiments to determine the retarding effect of various substances on pepsin digestion, it was found that the N. F. elixirs of iron and pepsin, and bismuth and pepsin, do not contain enough iron or bismuth to cause a retarding effect in the testing of these elixirs, but if the amounts of iron or bismuth were doubled the test would show less pepsin than is really present, because of the action of the metallic salts on the pepsin in the test. A combination of pepsin with other salts is not very common, but it may occur in prescribing to satisfy special conditions.

Pepsin digestion is interfered with whenever any of the common medicinal salts are present to the extent of about three times the amount of pepsin. The sulphates have a greater retarding action than the other salts tried, but magnesium sulphate appears to be even more poisonous to pepsin than the others. In addition it must be remembered that any salt which is present in sufficient quantity to lessen the acidity of the acid medium will make the pepsin appear less active, and if sufficient to neutralize the acid the pepsin will be rendered inactive.

As regards organic bodies, it was found that cane-sugar has no effect, while saccharin has a decided influence.

Glycerin, alcohol, common alkaloids, spices, pancreatin, or papain have no influence on the test in proportions that are likely to be found in medicinal preparations.

Tannic acid and chloroform are quite injurious to pepsin, even in small proportions.

Very small amounts of nicotine show a decided injurious action, in contrast to the other alkaloids tried.

It must be remembered that in the testing of pharmaceutical preparations containing pepsin for pepsin activity or content the presence of inorganic salts is not a matter of indifference in the test, but must be taken into consideration. If these salts are present in sufficient quantity to reduce the action of the pepsin, the test will show less pepsin than is really present. In such cases the solution should be diluted to the point where the salt will be below the amount which influences the pepsin digestion. There is no evidence that the pepsin is killed in the original preparation by the salts, but the test is rendered inaccurate by the presence of these if in large enough proportions.

Remedies Against Vermin.—

According to the latest *Report* of Schimmel & Company (Fritzsch Brothers) literature on the lice pest is quite voluminous, and there have appeared numerous communications which evidence the importance of essential oils for checking the activities of the vermin.

The opinions concerning the efficacy of essential oils are, of course, divided. According to Zucker, they range as follows: gaultheria oil, camphor oil, bergamot oil, eucalyptus oil, rosemary oil. Their influence is destructive only after a comparatively long action, and Fränkel says that the good results obtained are probably to be attributed to the fact that body lice evade the smell of essential oils and of their components. Wulker ascribes the greatest efficacy to eucalyptus and clove oils. Von Knaffl-Lenz found that cineol ointment killed lice in four to six hours, whereas anisole ointment proved ineffective. Blau recommends methyl salicylate, which combines preventive and destructive actions and does not harm the human organism. Its application is simple and it can be procured at little cost.

Rabe thinks that the success obtained with certain volatile oils, such as aniseed, fennel, clove, eucalyptus, thyme oils and others, in the form of ointments against lice, is due to their content of terpenes. He examined from this point of view the effect of volatile oils with high oxygen and terpene contents on insects and found that flies, gnats, butterflies, moths, spiders and leaf lice were quickly asphyxiated by turpentine oil and pine tar oil vapors. The author had no body lice at hand, but he thinks that they would die at least as quickly as leaf lice. Rabe sees an explanation of the quick-killing action of turpentine oil in that the terpene vapors absorb the oxygen of the surrounding air, thus creating an atmosphere lacking in oxygen, in which the insects are suffocated. In this we cannot share the author's opinion, but rather believe in a toxic action of turpentine oil, as long as it has not been proved by experiments that lice perish quickly in an atmosphere devoid of oxygen. Marschalko's observation that lice perish within from 10 to 15 minutes in a test tube, into which a small drop of turpentine oil has been put under cotton-wool, agrees with Rabe's conjecture.

How Aromatics Incite the Smelling Organs.—

Aromatics incite the organs of smell by their chemical action, according to an article on the olfactory organ and its development abstracted in the 1915 report of Schimmel & Co. (Fritzsch Brothers). The aromatics must be gaseous, the mucous membranes of the nose must be moist, and a current of air must pass over the aromatic substances. The more intense the current of air, the more distinct the perception of odor. When holding the breath or respiring through the mouth there is no such perception.

Some substances act even in very considerable dilution; *e.g.*, bromine 1/30000, musk 1/200000, chlorophenol 1/4600000, mercaptane 1/460000000, iodoform 1/1000000000 milligramme per 1 cubic centimeter of air. Sharp and pungent smells, like chlorine and acetic acid, do not affect the olfactory sense, but rather that of touch.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Prescription Difficulties.

H. E. N. writes: (1) Will you kindly explain the reaction which takes place in the following?

Sodium nitrite.....2 drachms.
Compound digestive elixir.....4 fluidounces.

(2) What is the best method to follow in compounding this mixture?

Creosote carbonate (Creosotal)...2 fluidrachms.
Sherry wine.....4 fluidounces.

(3) Is it possible to obtain a clear mixture from the following?

Glycerin4 fluidrachms.
Tincture of iron citrochloride...2 fluidrachms.
Dilute phosphoric acid.....3 fluidrachms.
Tincture of nux vomica.....2 fluidrachms.
Aromatic elixir, to make.....4 fluidounces.

(1) The acids in the compound digestive elixir decompose the sodium nitrite and liberate nitrous acid, which causes the reaction you notice. To first neutralize the acids is poor pharmacy, as to do so would probably destroy the efficiency of some of the ferments. It is best not to dispense the prescription as it stands.

(2) A presentable mixture of creosote carbonate with sherry wine can be made by emulsification. Condensed milk or egg yolk are the best agents to use. To prepare a milk emulsion triturate the creosote carbonate with one fluidounce of condensed milk and incorporate the wine gradually.

(3) When mixed as written, citro-phosphate of iron is precipitated. This is soluble in stronger acid solutions, in alkali solutions (ammonia, sodium hydroxide, etc.), and in the presence of alkaline citrates.

In the case of this prescription a clear solution can be obtained by the addition of sodium citrate in sufficient amount. By using tincture of ferric chloride in place of tincture of iron citrochloride a clear solution is obtained without the use of a citrate.

If the substitution of tincture of ferric chloride is acceptable to the physician, the plan of using it is the best one to follow.

Ants at the Fountain.

M. R. W. writes: "The ants are about to walk away with my fountain. What will rid me of the pests? I have tried insect powders and carbon bisulphide without result."

First of all, let us suggest that you give your fountain a thorough going over, particularly of the inner parts which are not ordinarily touched by a superficial cleaning. Syrups, crushed fruits, and melted ice cream are sometimes likely to be found in not easily-accessible parts of the fountain, and if they are present, even in small amounts, they are sure to attract ants.

Powdered borax is claimed to be a successful ant-exterminator. It should be scattered about the floor of the fountain and thrown or blown into all crevices and corners. Ants are said to be partial to lard, and a tray smeared with it will entangle many of them. Chloroform or gasoline sprayed into crevices or corners, or into their nests, if found, will destroy them. Gasoline must be used with caution, owing to its inflammability, and therefore chloroform should be preferred. A sponge moistened with weak syrup will entangle many ants; which may then be killed by dipping the sponge in hot water. It has also been suggested to boil Peru balsam with water, about one ounce to the gallon, and to wash the shelves and floor with this liquid while hot. Alum in hot solution may also be used in the same manner. An experienced pharmacist claims to have had excellent results in driving ants from the fountain by making a mixture of equal parts of tartar emetic and sugar into a thick paste with glycerin and distributing small particles of the mixture where the pests can get at it.

A Dyspepsia Tablet and a Kidney Pill.

W. P. W. & Co. writes: "We would like formulas for (1) a dyspepsia tablet containing pepsin, pancreatin, diastase, rennin, ginger, peppermint, and calcium carbonate; (2) a kidney pill or tablet containing buchu, juniper, potassium acetate, uva ursi, stone-root, capsicum, and methylene blue."

Experiment with the following proportions:

(1) DYSPEPSIA TABLET.

Pepsin (1:3000)1 grain.
Pancreatin2 grains.
Diastase2 grains.
Rennin1/4 grain.
Powdered ginger.....1/4 grain.
Oil of peppermint.....1/10 minim.
Calcium carbonate.....2 grains.

(2) KIDNEY PILL.

Extract of buchu.....1/2 grain.
Oil of juniper.....1/4 minim.
Potassium acetate.....1 grain.
Extract of uva ursi.....1/4 grain.
Extract of stoneroot.....1/4 grain.
Capsicum, in fine powder.....1/4 grain.
Methylene blue1/2 grain.

The proportions given are for one tablet and one pill.

Trouble with Stearic Acid Cream.

P. D. B. writes: "I prepare a stearic acid cream, containing witch-hazel, by boiling together a solution of borax and stearic acid. When the temperature is about 160° F. the witch-hazel is added. A very nice cream is produced, but with the rather serious disadvantage that it dries up considerably in a few months, due apparently to the evaporation of the spirit. It occurred to me to add some glycerin, but this addition made the cream appear quite granular, even when only comparatively small quantities of glycerin were added. Can you tell me how to overcome the difficulty? Is there any way of adding glycerin so that the granulation will not take place? There is a witch-hazel cream which is very popular here (Australia) and which has a characteristic silky sheen. Can you tell me how to produce this appearance?"

All creams of the greaseless (stearic acid) type tend to dry out, and for that reason they should be dispensed only in containers which, as much as possible,

prevent the access of air. If feasible, collapsible tubes should be used.

Adding about 5 per cent of liquid petrolatum (to the stearic acid) will help retard evaporation.

Glycerin also serves to prevent drying of the cream, and from 15 to 25 per cent should be used. The borax should be dissolved in the glycerin before mixing it with the stearic acid.

Where borax is used it is impossible to prevent granulation, but the granulation may be lessened if part of the borax is replaced by potassium carbonate or ammonia water. Using potassium carbonate or ammonia water will give the silky sheen you desire—due to the formation of crystals of potassium or ammonium stearate. Granulation may also be prevented to a considerable extent by grinding the finished cream in an ointment mill.

Eye-glass Cleaners and Moisture Preventives.

The J. Drug Store writes: "Please publish a formula for an eye-glass cleaner which will prevent glasses from 'misting' when taken from a cold to a warm room."

Many of the eye-glass cleaners on the market consist of diluted alcohol, suitably perfumed, and sometimes containing a little ammonia water or a small amount of acetic acid.

For preventing glasses from "steaming" or "misting" a mixture of 3 parts of glycerin and 1 part of alcohol is quite commonly used. Soap, in various forms, is also employed. Soft soap, light in color, is a favorite application, as is also transparent soap. A common way in which the latter is sold is to cut a cake into strips two inches long and one-half inch square. The soap when rubbed lightly over the surface of the glass is said to prevent moisture from depositing.

Cocoonut Oil Shampoo.

W. P. W. & Co. asks: "Will you supply us with a formula for a shampoo liquid containing cocoonut oil?"

Cocoonut oil.....	4 ounces	avoirdupois.
Caustic potash (85 per cent) in sticks.....	1½ ounces	avoirdupois.
Potassium carbonate.....	½ ounce	avoirdupois.
Alcohol	1 fluidounce.	
Water, to make.....	1 pint.	

Melt the oil, add to it the caustic potash dissolved in four fluidounces of water, and boil until thoroughly saponified. Remove from the heat, and then add the balance of the ingredients previously mixed together.

For a perfume, oil of lavender flowers, oil of bergamot, oil of rose geranium, or any suitable combination of odoriferous oils, may be used.

Yellow Color for Mineral Oil.

H. J. S. writes: "I wish to impart a 'butter' color to mineral oil, but so far have been unable to find any suitable coloring agent which is soluble in the mineral oil. A proprietary butter color which I have been using is too expensive. If annatto could be dissolved in the oil, it would answer my purpose."

Probably the most satisfactory agents to use in order to produce the desired color would be those dyes that are known as oil-soluble. They may be obtained from the larger wholesalers or from houses that make a specialty of dyestuffs.

It sometimes happens that mineral oils fail to be

readily colored with these dyes. If you find it to be so in your case, it would be advisable first to mix the color with a small quantity of some fixed oil. The mineral oil will then be found to take up the color readily. If you desire to use annatto as a coloring agent, proceed in a similar manner—dissolve it by means of a little fixed oil.

An Insecticide Containing Oil of Mirbane.

The W. T. Drug Store asks: "Can you supply us with a formula for an insecticide that will kill bed-bugs, roaches, ants, etc.? We desire an inexpensive product containing oil of mirbane."

The following might answer your requirements:

To half a gallon of kerosene add a quart of turpentine and a fluidounce of oil of mirbane.

This mixture is far less dangerous to use than benzine. The turpentine is not only poisonous but exceedingly distasteful to insects of all kinds. The kerosene, while less fatal to bugs than benzine, is cheaper and safer, and when combined with the other ingredients is said to be equally as efficient.

Removing Blackheads.

B. A. writes: "Will you please print the formula of a preparation used to remove blackheads (comedones)?"

The remedy which enjoys the best reputation for this purpose is sulphur in some form, such as:

Sulphur	1 drachm.
Glycerin	1 drachm.
Cold cream	1 ounce.

To be applied freely every night, short of causing pain or inflammation.

Dermatologists recommend washing the parts every night and morning with very hot water, afterwards applying friction with a rough towel, unless the blackheads be associated with pimples and inflamed blemishes.

Charcoal for "Box-irons."

P. D. B. asks: "Can you tell me how to make compressed blocks of charcoal for use in 'box-irons'? A German line used to be on this (the Australian) market which, when ignited, gradually smoldered to ash, without giving off any smoke. What is added to the charcoal to make it burn in this way?"

We are not familiar with the composition of the blocks used in "box-irons," but venture to say that they contain an oxidizing agent of some sort. You might experiment by adding to charcoal small quantities of potassium chlorate, sodium nitrate, or one of the peroxides.

Brown Color for Bandoline.

C. R. M. writes: "Will you please tell me what is used to give bandoline a brown color?"

Ordinarily, bandolines are colored a pink tint, solution of carmine being used for the purpose. When, however, it is desired to give them a brown shade, solution of caramel is the best agent to employ. Only a small amount of the coloring agent should be used, not enough to change the color of the hair in any way.

E. M. S.—We are not familiar with the composition of the proprietary dandruff remedy you mention.

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THE MONTH'S HISTORY

LONG HOURS IN THE DRUG STORE.

The Russell Sage Foundation has been making a series of investigations in certain cities. These surveys, says a letter of explanation, are not muck-raking affairs, but a statement of the facts as seen by the non-partisan outsider. Nine aspects of life are considered, and one of these is of particular interest to druggists. With reference to child labor, here is a part of the report:

Drug stores were among the worst offenders. One boy fourteen years old had to be at work at 6 A.M. and stayed till 6 P.M., except on two days each week when he worked until 11 P.M. He also had to work alternating Sundays so that every other week he worked eighty-five hours. In another drug store, a young learner fifteen years old worked from 7 or 8 in the morning until 9 or 10 at night, with an hour off each noon and supper. (On days when he went to work at 7 he was off at 9.) Thus he worked twelve hours a day for

six days a week, besides half a day on Sundays. His weekly hours usually exceeded seventy—in contrast to the forty-eight allowed by law.

Another boy, fourteen years old, washed bottles, ran errands, and did other odd jobs in a drug store, from 7 A.M. to 6 P.M., except for an hour at noon. Besides these ten hours a day for seven days a week, he also had to work two, sometimes four, nights a week until 10:30 or 11 P.M. The hours were so long, and he was so tired, his mother stated, that he used to cry after he came home at the end of his day of fourteen hours of work. His mother finally made him quit this job.

There is nothing new about this. After all has been said that can be advanced to tone down the situation, the fact remains that drug-store employees, from the boss to the errand boy, put in what must seem to the non-partisan outsider to be unreasonable hours.

As the drug business is now conducted there is no escape from this, although very often, without question, the welfare of minor employees should receive more thoughtful attention. Frequently an employer bases his treatment of his help on his own hard experience when learning the business, and lets it go at that. Sooner or later, however, there must come a change; and it would be well were this change brought about by druggists themselves, rather than have it inaugurated through such agencies as investigating committees.

* * *

NOT A SYNTHETIC SUBSTITUTE.

It will be recalled that the department at Washington having in charge matters pertaining to the Harrison act listed a number of local anesthetics as "synthetic substitutes" and subjected them to the rigors imposed by the law. Novocaine was one of these: it was held to be a synthetic substitute for cocaine. The importers of this product objected strenuously, but finally paid the tax under protest, and brought suit to determine the question at issue.

The claim was made by the importing company that novocaine was a synthetic chemical, separate and distinct from connection with opium or cocaine—and this position has been

recently sustained by the court. The Farbwerke-Hoechst Company won the case.

Whether the authorities will merely release novocaine from the ban of the narcotic law, or interpret the decision to be sufficiently comprehensive to affect all similar products in a like manner, has not yet been announced.

* * *

THREE FIRST AIDS TO DRUGGISTS.

Dr. Henry M. Whelpley read a paper before the annual meeting of the Missouri Pharmaceutical Association in which he used these words: "In the past you may have gotten along without a copy of the National Formulary, but the time has now arrived when it will be dangerous to try running a pharmacy without a copy of this standard."

Dr. Whelpley referred, of course, to the new edition, which becomes the "law and guide" from September 1. The law and guide only in part, however; for that honor is shared by the new U. S. P. Under the Food and Drugs Act, these two books are the official standard-fixers.

There is another volume, too—or will be—which while not invested with authority conferred by law will be found extremely useful—the *A. Ph. A. Receipt Book*. This will supplement the U. S. P. and N. F. as working manuals. Dr. Whelpley urged pharmacists to take an active part in the preparation of this work; to assist the chairman of the committee having the preparation of the volume in charge, Professor Otto Raubenheimer, Brooklyn, in any manner that might suggest itself.

* * *

THE METRIC SYSTEM.

The new National Formulary makes use of the metric system only. All quantities are stated in metrical nomenclature, no equivalents being given. The new Pharmacopœia gives formulas in the metric system only, but when it comes to doses these are given in the metric system first and then followed by the relative equivalents in the apothecaries' system. For that matter, the same thing is true of the new N. F.

Joseph W. England, in a recent address, very forcibly pointed out the advantages of the metric system, and the futility of opposing its general adoption in the United States. Its use is now obligatory in 34 countries and optional in eleven. Mr. England suggests that drug-

gists school themselves in this particular by employing the system exclusively in the making of pharmaceutical preparations, whether physicians use it in the writing of prescriptions or not.

* * *

MEDICINAL COAL-TAR CHEMICALS OMITTED.

Early in July the new Tariff bill was introduced in Congress, and it became apparent at once that there were a number of defects in it, when the drug trade as a whole is taken into consideration. Provision has been made for a duty on dyestuffs, photographic chemicals and explosives manufactured from coal tar and its derivatives, but no provision is made for medicinal chemicals derived from the same source.

What this means is at once apparent. Domestic manufacturers in the medicinal chemical field are left unprotected and no incentive is offered for the development of this field of industry. Capital will be extremely backward, under such conditions.

It is to be hoped that the bill will be suitably amended in this particular before it goes up to the White House for signature. A great many telegrams of protest have been sent to Claude Kitchen, chairman of the Ways and Means Committee.

* * *

ARMY PHARMACISTS RECEIVE RECOGNITION.

Higher rank and better pay—that is the fate that has befallen pharmacists in the United States army. The bill bringing such conditions about has passed both Houses and been signed by the President. The provisions of this measure apply to three branches of government service—Army, Navy, and Public Health.

For 22 years drug interests have been striving for this result, and this is the first specific recognition of the pharmacist in the army. According to Dr. George F. Payne, on a peace basis of 175,000 men, the new condition will mean about 43 master hospital sergeants, 43 hospital sergeants, 612 sergeants first class, 1162 sergeants, 437 corporals, and 525 cooks. The total of all enlisted men in the Medical Department cannot exceed 5 per cent of the total enlisted army.

The salary of a master hospital sergeant is fixed at \$75 a month; of a hospital sergeant, \$65 a month; of a sergeant, first class, \$50; of

a sergeant, \$36; and of a corporal, \$24. In each case allowances are included commensurate with the rank.

* * *

THE TWO ANNUAL GATHERINGS.

The two big national conventions are only a little way ahead—that is, national conventions from a pharmaceutical standpoint. The annual meeting of the A. Ph. A. comes first—at Atlantic City, September 5 to 9. The N. A. R. D. meets at Indianapolis this year, September 18 to 22. Summer tourists' rates are obtainable to these points, and either trip would make an ideal vacation. Or both trips would make a better one!

* * *

ASPIRIN PATENTS EXPIRE NEXT YEAR.

Patents on aspirin expire in 1917. Until the war broke out this product was made in Germany, but it is now manufactured in the United States. The Bayer Company, New York, are marketing the drug in tablet form, put out in tin boxes and in bottles, the aim being, it is said, to associate the name "Bayer" with aspirin, so that after the patents expire customers will still call for the original product. A big newspaper campaign is now being conducted with the same object in view.

* * *

The Wine of Cardui suit, one of the longest and costliest in the history of the Federal District Court, Chicago, went against the American Medical Association. The association was found guilty of libeling the Chattanooga Medicine Company, and the company was awarded damages to the extent of one cent. In a decision of this sort both sides can gain some measure of satisfaction.

* * *

Australia, in spite of being one of the greatest wool-producing countries on the globe, has always depended on Germany for its supply of wool-fat. Now, however, Australians hope to secure tariff protection for an infant industry along this line.

* * *

T. Ashley Miller, Richmond, has tendered his resignation as a member of the Virginia State Board of Pharmacy, after a period of service comprising 25 years.

EDITORIAL

THE QUESTION OF TURNOVERS AGAIN.

Elsewhere in this issue of the BULLETIN we are speaking appreciatively of the work of the Associated Advertising Clubs of the World in carrying on a campaign of education among retailers of all classes for the purpose of showing them the need of better business methods.

In this place we may indulge in a little criticism. One of the emissaries of the organization delivered a lecture a few weeks ago before the Michigan State Pharmaceutical Association. It seems to us that the system of records which is being worked out, and which will shortly be placed at the disposal of retailers in different lines of business, is too complex and involved. It will stagger many retailers by its comprehensiveness, and we do not really feel that it is necessary except in the case of large establishments like department stores.

Then, again, some of the representatives of this propaganda are poorly informed on the subject of stock turnovers. They use fallacious arguments.

The lecturer we refer to used a cigarette example. His listeners were expected to believe that a cigarette, which under ordinary circumstances would yield no profit, would return a satisfactory earning if only the stock were turned over rapidly enough! And you see this same thing cropping up in the business literature of the day all the time—the notion that a loss can be turned into a profit, by some miraculous jugglery, if only the stuff is sold fast enough!

But if you pay \$1.00 for an article, if it costs you \$1.35 by the time it is sold, and if you only get \$1.20 for it, the more rapidly you turn over your stock, and the more frequently you sell that article, the more money you are going to lose. Rapidity of stock turnovers is no magic wand that, waved over a group of figures, will transfer them from one side of the column to the other.

Another phase of this question is exhibited by these writers and lecturers when they tell us that an article in the store often eats itself up by being kept too long. If it costs \$1.00 at the outset, they assume that at the end of the

year it has cost \$1.30 because the expense of doing business may be 30 per cent of the cost price. At the end of the second year they add on another 30 per cent—and so on *ad libitum*.

Of course this is absurd. If you pay \$1.00 for an article, and you keep it in the store one year, it has eaten up the interest on the investment—that's all. If you figure interest at 6 per cent, the article at the end of the year has cost you \$1.06. In other words, if you didn't have the article in stock at all, and if the money it represents were invested outside, you would have gotten a yield of only 6 per cent from it. That's all there is to this phase of the question.

In making quantity purchases, and securing lower prices, the merchant should balance the discount gained against the interest lost on the investment, and should choose whichever course promises the best return or the greatest degree of economy. Often a large and varied stock, even though it means a smaller turnover, is the finest possible business magnet that a store can possess. People usually go by a neighborhood store because it doesn't carry what they want. Farmers often go by the village store and do business with the mail-order houses for the same reason.

Of course, as we said a month or two ago, every merchant should turn over his capital as rapidly as possible, but he shouldn't be misled into thinking that turnovers represent the whole field of profit-making. There are a lot of sophistries about the subject which ought to be cleared up.

THE IMPORTANCE OF A GOOD TELEPHONE NUMBER.

Some months ago we published a paper by Mark A. Sawrie, of Selma, California, in which Mr. Sawrie said that by a systematic course of advertising he had attempted to associate the firm name and the two words "best drugs." "Having done this for years," he said, "people in our community cannot hear our name mentioned without thinking 'best drugs', nor realize the desirability of having best drugs without thinking of 'Dusy & Sawrie'."

The same idea should be made to apply to a telephone number; and the first step should be to see that the number is one that lends itself readily to advertising purposes.

In this issue of the BULLETIN will be found

an article detailing the methods of a Detroit jeweler who uses original methods and who has been very successful. It took Mr. Miller some time to get the telephone number he wanted—1234; but he kept jockeying until he got it.

H. Martin Johnson, a druggist at St. Paul, Minn., has realized the possibilities along this line. His store is opposite the Lowry building, which is filled with physicians and dentists, and he has recently had his telephone number changed to "Cedar 606." This number was formerly that of the Central Presbyterian Church.

Telephone service has been a long time in arriving at its present status. Many of our readers can recall the time when telephone lines were restricted largely to business places and the homes of the rich. But it is different to-day. Many a laboring man's cottage is included in the circuit.

Had the almost universal use of the telephone come suddenly, the innovation would have been so startling that the opportunities presented would have stood out with full force. It did not come suddenly, and it may be that many retail merchants have not given the subject that close and particular attention to which it is entitled.

Delivery service must be considered, of course. But with the two—telephone service and delivery service—working in conjunction, the scope of territory from which a store can be made to draw business depends pretty much on individual enterprise.

Having secured the right number—*drive it home!* Impress that number on the public mind so hard that it actually means "Bill Jones"—or whatever your name, or firm name, happens to be.

HARRISON LAW REGULATIONS.

A new compilation of regulations has been issued by the Treasury Department, and a few minor changes and additional requirements are therein made public for the first time. These may be briefly enumerated for the convenience of our readers as follows:

1. When order forms are lost or destroyed through accident, a sworn statement setting forth what has happened must be sent to the District Collector.

2. If a manufacturer or a jobber refuses to accept an order, the order form should be returned to the person or firm sending it. When received by such person or firm, this order, together with the letter of explanation which accompanies it, should be attached to the duplicate order, which is already on file.

3. Improperly written or mutilated order forms must not be destroyed, but both the original and duplicate are to be filed.

4. Unused order forms are void at the expiration of the registry period; that is, if a registered person does not reregister, or is not permitted to reregister, the blanks on hand are void. These must be returned to the collector who issued them, who will mark them "canceled" and send them back. They should then be filed and kept for two years.

5. In case of change of ownership of a business, the successor, if duly registered, may use the order forms of his predecessor—only, however, after they have been sent to the collector and have been "overprinted" with the registry number of the successor.

6. The revised regulations state specifically that a *separate file* must be maintained for narcotic prescriptions coming within the scope of the law.

7. It is now required that narcotic drugs shall be kept together—"segregated from the general stock of drugs and medicines." The government recommends, also, that they be kept under lock and key, to prevent theft.

HE MIGHT BE WON.

We can recall printing two editorials this year urging druggists to take advantage of the present unusual conditions by going to dispensing physicians and soliciting prescription business. Prices are abnormally high and are fluctuating constantly. Doctors can't keep in touch with them and in many instances must be losing money on the drugs they dispense.

We thought we sensed an opportunity, one that thousands of druggists might turn to advantage, and we were so insistent that we commented on the subject editorially in at least two successive issues of the BULLETIN.

It is therefore quite a source of gratification to note that the same idea has prompted the Hessig-Ellis Drug Company, jobbers, Memphis, Tennessee, to get out a circular-letter which the company has recently sent to its

trade. "An Opportunity for Bettering Your Condition by Correcting a Long-standing Evil" is the heading the circular bears, and from the third paragraph we extract these lines:

Do not pass this by as one of the things you would like to have done, but act to-day. Go see other druggists—call a meeting, if necessary—get together and resolve each of you individually and as a body to go right after the doctor and convince him of the good argument and sound moral and business principles of falling in line. Do not fail to act.

We repeat: *Do not fail to act!*

SIX PRIZE-WINNING PHOTOGRAPHS.

Attention is called to pages 310 and 311. Six of the winning pictures, secured in response to our recent contest offer, are there presented.

We offered thirteen prizes for amateur photographic work, one of the conditions being that the pictures should be snapped by a camera sold by a druggist: \$5 for the best picture, \$3 for the next best, \$2 for the one registering third, and ten prizes of \$1 each for those which followed in order.

And our judges surely had a hard time of it! It is not an easy matter to serve on a board of art critics, and the unusual number of entries further complicated matters. But we had experts do the work, and we are told that the pictures were checked up on points.

At any rate we feel that the pages referred to constitute an extremely interesting feature. Other prize-winning pictures will be reproduced in succeeding issues of the BULLETIN.

A number of months ago the Peninsular Chemical Company, Detroit, brought action against an Ohio manufacturer to prevent him from placing on the market a cigar under the trade name of "Penslar." The case was dismissed, the judge holding that inasmuch as the medicine company did not, under its charter, have authority to manufacture cigars, no infringement of trade-mark could be shown.

Albert Plaut's estate has been appraised at a value exceeding a million dollars—\$1,475,373 gross; \$1,360,318 net. Mr. Plaut, who died June 17, was president of the wholesale drug firm of Lehn & Fink, in New York.

ABOUT PEOPLE

PRESIDENT IN NEBRASKA.

In convention assembled, the Nebraska State Pharmaceutical Association selected John E. O'Brien, of Omaha, as president.

The new chief officer is 28 years old, the youngest man ever elected to the position.



JOHN E. O'BRIEN.

Professor O'Brien holds the chair of chemistry in Creighton University, Omaha, and has seen service in the retail drug business from errand boy to proprietor.

A NEW DRUG ANALYST.

R. A. Todd has been appointed drug analyst for the State of Michigan. Mr. Todd has been connected with the dairy and food department for about four years, and held the position of State drug analyst through both a republican and a democratic administration. The department employs 32 people, and spends annually about \$50,000. There is an average of 2000 drug and food samples analyzed each year, and the salary of the commissioner as well as that of the State analyst is fixed by law at \$2000. Mr. Todd is a graduate of the Valparaiso University, Indiana, and also of the University of Michigan.

THE SAUNTERER

Conducting a present-day soda fountain is a man's-size job. But, paradoxical or not, a number of the largest and most successful fountains in a prominent eastern city which I visited recently are run by women.

Women managers are in charge, and all the dispensing is done by women. Men are employed only in subordinate capacities—to look after the manufacture of ice creams and syrups, and to do the heavy porter work.

The reason for this condition, according to the manager of one of these stores which puts out over three thousand sodas and ice creams daily, is not that women dispensers cost less than men, but that they produce better results.

Women, especially those to whom the purchase of a soda fountain confection means a part of the day's pleasure rather than a mere satisfying of thirst or hunger—such women like the atmosphere created by members of their own sex.

They appreciate the air of refinement and daintiness that is imparted by tastefully dressed waitresses and attractive, restful surroundings. A fountain or serving room where the surroundings are plain, where the male attendants are attired in plain white jackets and caps, and where there is an air of hustle and bustle, does not appeal to them.

Furthermore, the majority of such customers testify to their appreciation of women-conducted fountains in a substantial manner. They willingly pay fifteen or twenty cents for combinations that could be obtained at man-run fountains for a dime.

Still another reason for employing women at the fountain, pointed out to me by the owner of a high-grade soda shop, is this: women dispensers handle glasses and dishes more carefully than do men. During the two years that women have been employed exclusively at the fountain in question breakage has been reduced over fifty per cent.

There may be an idea in this for the druggist whose fountain trade is showing the effects of "tea-room" or "soda-shop" competition. Let him put one or more girls in charge, make the surroundings attractive, feature the combinations that appeal particularly to women—and watch business pick up!

AT LAST!

The BULLETIN OF PHARMACY feels very thankful.

One of its most cherished reforms has been taken up by group after group until now it has been nationalized and applied to practically every class of retail merchandising.

We refer to cost and profit accounting.

It was nearly fifteen years ago that the BULLETIN began this work. It urged druggists to take inventories, urged them to keep business records, urged them to get at the real facts about their profits and earnings, and showed them how they could so improve conditions as to make their business yield them what it should.

At first it met with little encouragement, either from druggists themselves or from the outside world.

But gradually druggists became vitally concerned in the movement, and before long clamored for detailed instructions about some system of records by means of which they could keep a close and accurate watch of their business. Such a system was evolved, improved from time to time, and during 1915 was finally perfected and presented in a serviceable volume entitled "The Druggist And His Profits."

In the meantime this work began to attract attention in other quarters. Individual writers took it up—Mr. Goodwin, Mr. Fernley, and others. The magazine called *System* became interested. The Burroughs Adding Machine Co. concerned itself with the movement. Most gratifying of all, the Harvard Bureau of Business Research was established, and for the first time the work was developed along broad and scientific lines.

Now, however, we reach the culminating chapter of the story.

The Associated Advertising Clubs of the World is a great organization that includes within its membership three classes of people—national advertisers, advertising writers, and trade journals. Within the last year it has established a "Committee on Retail Cost and Economic Systems."

The purpose of this committee is, briefly, to do for all classes of retail merchants what the BULLETIN OF PHARMACY has been doing for retail druggists. The committee will devise the best business accounting systems that can be designed, and will assist merchants in the installation of them. In the meantime it is proposed to carry on a campaign of education for the purpose of showing retailers of all classes why it is absolutely necessary for them to be provided with some service of this sort. The work has been planned on big lines, and it will be carried out with vigor and thoroughness.

It might be asked: "Why does an association of large manufacturers on the one hand, and advertising experts on the other, spend the time, the trouble and the money to educate retail merchants on profit making?" The answer is given by Wm. H. Ingersoll, the Chairman of the Committee:

Unless the retailer is businesslike, prosperous, and progressive, the factories which depend upon him to deliver their products to the public cannot prosper.

There you have it. The retailer is the base of the entire merchandising structure, and if you don't have a strong foundation what sort of a building can you hope to erect on it?

This is a great work. It is a beneficent work.

The BULLETIN OF PHARMACY is thankful that its cry in the wilderness has been heard—that its pioneer work has been taken up and extended into other fields—that the cause of business reform now promises to enrich and fertilize the entire field of retail merchandising.

It took nearly 15 years to bring all this about—but it was worth it!



Our Recent Camera Contest—First Prize Picture.

San Pedro Park, looking north. This picture, which wins the first prize of \$5, was submitted by R. P. Daniel, San Antonio, Texas.



A Wayside Country Store.

The second prize picture, also submitted by Mr. Daniel, is of a Mexican country store, a little way out of San Antonio, Texas.



This picture, which takes third place, was submitted by E. W. Buzzell, Chatfield, Minn.



"Old Jim," the fourth prize picture, was submitted by C. A. Haugen, Durand, Wis.



The fifth prize picture, submitted by R. E. Daniel, winner of first and second prizes.



Washington Monument, Fairmont Park. Submitted by Thomas F. Monaghan, Philadelphia.

Winning Pictures in Our Camera Contest.



"Honey Boy" isn't happy.



A Pretty Interior.

A view of a section of the interior of M. F. Newcomer & Son's new store, Adams and St. Clair Streets, Toledo, Ohio. All pharmaceuticals, chemicals, and drugs are kept in indexed cabinets. The mahogany fixtures were especially designed by the Wilmarth Show Case Co.



Drug Clerks Have an Outing.

A group of drug clerks from Cleveland, Ohio, on a visit to the Parke-Davis laboratories. The picture was taken in front of the Biological Building, which faces the Detroit River.



A thirty-foot fountain that pays big returns on an investment of nine thousand dollars.

FEATURES THAT HAVE MADE OUR SODA FOUNTAIN A SUCCESS.

By FRANCIS FRAWLEY,
Bangor, Maine.

The fountain illustrated herewith is located in a city of 25,000 population on a good corner in the shopping district. It is really made up of two apparatuses—the first a twenty-foot double unit, and the second a ten-foot iceless. The two bars are onyx, trimmed with Vermont marble, with the back bar of mahogany and plenty of mirror surface. The outfit cost approximately \$9000, and to say that it has proved the wisdom of the expenditure would be putting it mildly.

There are thirty syrup pumps, three each for the more popular syrups. Chocolate syrup is dispensed from silver pitchers, as in this way it is kept in better condition and is always a uniform product. Less commonly called for syrups are kept in dispensing bottles in one of the refrigerators. There are four five-gallon ice-cream cans, six soda draughts, and plenty of refrigeration for bottled goods.

We use silver dishes in every possible way in dispensing, as they are far cheaper in the long run than glass, more easily handled, and

better appreciated by patrons. Their economy is marked—actual trial proves that we are able to buy a new set of silver sundae dishes every season and still operate cheaper than if we had used glass dishes. Our glasses are the thinnest consistent with the use they get, and care is taken that none with chipped edges are served to customers.

The back bar is largely taken up with shelves for silver dishes, fruit bowls for bananas, eggs, etc., and smaller dishes for sundae dressings. Every dish that we serve from is covered in order that the good art of cleanliness may be impressed on both dispensers and public.

The fountain is iced twice a day, the first thing in the morning and at 6 P.M. All ice is put into the cellar by means of a shoot under the sidewalk. It is then ground in an electric chopper and sent up to the fountain on a dumb waiter in the middle of the back bar. The soda room in the cellar is located directly under the fountain, with the freezer, carbonator, and ice-

boxes handily arranged. All the plumbing is carefully watched, and it is of the highest type in regard to sanitation and service.

We are able to pack 60 gallons of ice cream, and this is all frozen in the morning to be ready for the 'afternoon trade. The filling of the fountain with syrups is also attended to in the morning, so that by noon it is understood that the apparatus is equipped to take care of all the business it is normal to do in the afternoon and evening.

All holders, metal parts, back bar counters, etc., are cleansed at night before closing, and in the morning all glasses, dishes, scoops, etc., are cleansed in hot water. Mirrors and display stands are washed every morning and all purchases for the day made.

QUALITY OF FOUNTAIN PRODUCTS.

Quality is the one big word about our soda fountain, for upon it depends whether ours is to be just an ordinary one or one that people will walk blocks to reach. Everything that we use is the best we can possibly get, and to that fact we lay our remarkable yearly increase in gross sales.

We freeze our own ice cream because we are not able to purchase one as good. It costs us more to produce than the average store pays its wholesaler. Our milk is always sweet and we buy it from the dairyman who can show us the highest test for butter-fat contents and cleanliness. Our coffee syrup is made from the best coffee we can buy in place of the usual extract. All syrup containers are kept as clean as possible, so that they will be worthy of their contents.

Every dish is first washed in hot water saturated with borax soap chips, rinsed in clean water, and wiped. Every spoon used at our fountain is first washed in the hot soap solution, then sterilized for an hour or more, taken from the sterilizer, wiped with a clean towel and put into a covered spoon holder.

Quality means to us that everything about our fountain must be better than the customer expects, for they are our judges and sentence us to success or failure.

SERVICE.

Service, next to quality, is necessary to make a fountain successful, and by that I mean the unusual services that cost but little and

still are most effective. Every glass served to a lady at our fountain is set in a holder with a quarter-size paper napkin under it to catch the drip. It is a pleasing touch, and many expressions of pleasure over the idea are heard every day. This also keeps the holder clean—there is nothing more unsightly on a fountain than silver holders caked in syrup.

Spring water is used exclusively, as our city water has a peculiar taste and people are afraid of it. This adds quite a sum to our operating expense in the run of a year, but it has helped build up our business.

All sundaes and plain ice creams are 10 cents, except in cases where a mother asks to have a 5-cent portion served to her child, and we are equally happy to please with a cone or dish as desired. All drinks, as orange phosphate, lemon and lime, etc., are served in 12-ounce glasses. In especially warm weather the glass is well filled with chipped ice. We think it better for the guest to have plenty and be satisfied, than to have a man's size thirst aggravated by a child's size drink.

Our soda straws are kept in metal-topped glass jars, and these are always placed in front of the customer and opened when the soda is served.

Banana splits, or banana royals as they are sometimes called, are one of our big numbers, and, in contrast to the usual fountain manner of treating them as a necessary evil, we are always ready to serve them. It is not uncommon for our fountain to use from 100 to 200 bananas a day, and willingness to serve a confection that keeps the people coming to us is simply good business.

A rail, made of two-inch brass pipe standing about 8 inches high and four inches from the counter, acts as a foot-rest for the ladies sitting on the stools. To visitors it is a revelation in fountain comfort.

We try in every way to make it a pleasure for people to come to our fountain, and our little distinctive services help to bring them.

SODA CHECKS.

We do not use any system of checks, as from personal experience most systems are faulty. On each back bar is a cash register, and I know that any losses we may have are negligible when the successful working of our plan of operation is considered. I believe the

system which requires the buying of checks is profit destroying, as the customer might buy a five-cent check, and then decide at the fountain to have a ten-cent drink. Nine times out of ten he will go back to his first choice when shown that he has to buy another check. He is dissatisfied, nevertheless, and dissatisfied patrons are bad.

The system where the check is given after the serving, to be paid at a cashier booth, is better, but if feasible, isn't it best to save the customer all possible bother?

ADVERTISING.

Soda fountain advertising is still in its beginning, and will grow only as stiffer competition opens the eyes of the ordinary soda man to his decreasing sales.

Window strips are very good. The only objection is the similarity of all the strips you see pasted in the different store windows. There is room, in this style of advertising, to show much originality, and perhaps add a touch of distinction to the store. No fountain is so fine that good looking cards calling attention to the wares on sale will disfigure it.

We use at least one full sheet, measuring 25 by 38 inches, four half-sheets, and ten smaller show cards all the time. They all call attention to some particular specialty. With the larger cards we have been very successful in using cut-out pictures pasted on the cards to bring out the reading matter.

If possible, it is well to run a window display several times a year, preferably on occasion when you can reach the most people with spare time on their hands. Circus days, carnival weeks, convention periods, etc., are especially suitable. The displays should be as elaborate as you can afford, with plenty of show cards, calling attention to the salient points of your service.

The best advertising of all, of course, is quality and service—the foundations of success in all businesses.

SPECIALTIES.

A soda fountain, particularly in a small field, is known best by its specialties. These should not be changed too often, in my opinion, and one that strikes the popular favor should be kept on indefinitely. They should not be of such formulas as to require special

equipment, but just sensible and tasty mixtures with a good snappy name. The name is the most important part of all, and I've seen any number of good specialties fall flat because of a poor name.

The greater part of our business is built on specialties. We have any number of customers who walk blocks to get one of our specialties under its fancy name, rather than accept it from another fountain by telling what is in it.

We consider it good if we put across three big successes a year, and by successes I mean dishes that will be called for three years later by their names. It is always well to inquire of your patrons, when they are trying a new dish, if it is satisfactory, and if not, to give them something else.

Some of our big winners that are being served all the time, some of them for three years continuously, are:

COFFEE TANGO.

Vanilla ice cream, coffee marshmallow and peanuts.

SUNDAE AFTERNOON.

Vanilla ice cream, plain marshmallow and fresh strawberries.

MOUNT KATAHDIN.

Vanilla ice cream, hot fudge, with whipped cream on top to represent snow on the mountain.

CARAMEL DE LUXE.

Caramel ice cream, plain marshmallow and caramel sauce, nuts.

CHOCO-NUT MARSHMALLOW.

Vanilla ice cream, chocolate marshmallow, walnuts.

MOCHO-MALLOW PARFAIT.

Chocolate ice cream, coffee marshmallow, strawberry ice cream, hot fudge, and three cherries. This is all layered in a 7-ounce glass, served in holder with napkin under glass, and spoon is laid across the top of the glass.

GRAPE MALLOW.

Vanilla ice cream, plain marshmallow, 1 fluidounce of chilled grape juice.

PREPAREDNESS PARFAIT.

Vanilla ice cream, fresh strawberries, strawberry ice cream, marshmallow, 3 cherries. This is served in the same manner as is the "mocho-mallow parfait."

In introducing any specialty, we always try to have it as simple and as quickly made as an ordinary sundae, so that when we have 15 to 25 to serve, as is often the case, service won't be slowed up.

FRESH FRUIT SUNDAES AS TRADE GETTERS.

Strawberry, for years the joke of soda fountains, is our dearest friend, and it has this season overshadowed any other flavor as a big seller. Ours was the first fountain to serve fresh strawberries in this city.

The first year we started in June as a try-out; the second year in April as an experiment; the third year in February as a foothold against the fountain in a chain drug store

opened the latter part of that month in our block; this year the first of January, and now I don't think we will ever substitute the preserved variety.

Last year we used one bottle of preserved berries at the fountain in December; in January we averaged six boxes a day of the fresh fruit. During the first month of the year we received the berries from Florida twice a week, and always kept 6 to 12 boxes in the show window, calling attention to the use of the fresh fruit at our fountain. This was one of the most effective advertising stunts we ever tried. Boxes of ripe, fresh strawberries, displayed when the mercury was below zero and the snow two feet deep, attracted many people to our window.

When the price begins to drop we start making ice cream with the berries, thus adding to the variety of our menu.

THE SODA SEASON.

The soda season lasts for twelve months now, instead of the five or six-month season of

a few years ago. The winter business is increasing greatly, and it is in January, February and March that we show the highest percentage of increase. Hot drinks are featured, but they are, we believe, falling off every year in popularity. Our ice-cream specialties run full blast in these cold months. October and November are the poorest months of the year with us, but this is, I believe, caused by a general letting down in all retail business during these two months. In all, the soda business is entirely governed by the number of people shopping and going by the store, and not by any season's changes.

The soda business is in its infancy, but will, I believe, if conducted rightly, prove to be the fastest growing department in any good drug store. The oncoming rush of prohibition; the demands of the people for sweets served attractively; the growing recognition of the food value of ice cream, and lastly the ever-increasing opportunities for luncheonette service, all react to make the fountain a year 'round money-maker.

"My Funniest Experience."

And who has not had them—amusing incidents which lighten the day's work? We shall have another group of papers a little later on, probably; in fact, if enough contributions come in, we might continue the series for a number of months. The papers comprising this instalment are brief, human, and pointed. Nice, easy summer reading! The first three won prizes in our recent contest, but the others are good too.

IT SURE LOOKED BAD!

BY CLIFFORD H. RUDES, UTICA, N. Y.*

Here is a little sign we place on our front entrance every Sunday:

CLOSED

From 1 P.M. to 2.30 P.M.

From 5 P.M. to 6.00 P.M.

And we try to do as we advertise in this little matter, too. But alas! what's one going to do when some soda-lover lingers over his or her favorite concoction, or some other kind of a lover can't quite decide just which box of candy would suit best?

Of course it's superfluous to say that we can't put these tardy ones out when the closing minute arrives—not when they are shooting jitneys our way.

So you see our Sunday closing hours are

quite momentous affairs, inasmuch as the trick of locking the door must be so neatly turned that none will be offended or peeved.

To do this requires on the part of our very efficient (if I do say it myself) store force diplomacy, patience, good nature, intelligence, and, at the psychological moment, quick action.

But long practice and training have made us very adept. We have a set of silent signals on the approach of the opportune moment that would put a football squad to shame.

Of course, as seldom happens, when the store is empty at the closing minute the matter is simple enough. But—

Well, one afternoon, during the winter, at about one minute of six, four people—all that were in the store—left simultaneously.

"Fine!" we thought.

But, just as the last one went out, in slid a little maiden; and it required no Sherlock Holmes to deduce that she was from the coun-

*Mr. Rudes was awarded the first prize of \$15.

try and, evidently, she had been warned to look out for "them city fellers."

We waited an instant to see whither she wandered, and she ended up on a soda stool and called for a hot chocolate.

That settled it. She must needs eat by one light, according to custom. Also the door must be locked to keep out others who might be encouraged by the one light to enter.

I usually turned the key in the lock, which act was an understood signal for another man to snap off the fountain lights, for another to turn off the window lights, and for still another to do likewise to the store lights proper. One light was left burning over our customer's head, giving light aplenty to eat by.

On this particular occasion I gave the usual signal.

My key rattled in the lock—

Click! click! click! the various switches snapped, as the men shot off the lights.

Every one hurried, with a more or less serious expression.

Then there was a shriek from the little country maiden, as she jumped off her stool and shouted:

"Here, now! gosh darn you fellers, what are you going to do to me?"

DRASTIC TREATMENT.

BY HARRY BUTLER.*

I run a drug store in a little town containing about 1200 people. You all know what that means—everybody knows everybody else's business. You are aware of the fact, also, that a place of this size contains a number of very peculiar characters, and that their peculiarities are a part of the aforesaid common knowledge.

One of our town institutions is Rhudie Lauer. *Rhudie works a little and hangs around the saloons a great deal. He is what might be termed a good single-handed drinker, although it is very rare indeed that he is seen in a noticeably intoxicated condition.

Every so often, however, Rhudie's stomach gets out of whack. He has a habit of coming into the store with one hand over the last button on his vest and complaining of a condition of internal disorganization. And he is a great believer in medicine, Rhudie is. If he could

only get the right stuff, he knows that his troubles would be dissipated very suddenly.

I used to take quite an interest in such minor cases, and tried to do what I could to relieve them. But Rhudie's visits have long since ceased to be interesting. A little bicarbonate of soda, possibly.

Now last summer I took it into my head that I ought to have a vacation; so I sent to a neighboring town and got a friend of mine to come and relieve me for a couple of weeks. I went fishing; but so thoroughly inoculated does a druggist become with the compound odors connected with his calling that I found it impossible to stay away the entire two weeks. In about five days I went back to the store, to see how everything was running. I intended merely to drop in, you understand; not to cut my outing short and remain in the store. Just a "once-over" of inspection.

I found everything all right, of course. No man ought to get it into his head that he is the entire cheese factory. He isn't.

I still had on my fishing outfit, and didn't care to remain in sight very much; so I went back of the prescription case and staid there. But a little rush of business came on, my relief man had all he could do—and then in came Rhudie.

I went forward to wait on him, and he called for Mr. Hopkins—the relief man.

"What is this?" I said to myself. "The scalawag—I'm not good enough to wait on him!"

I informed Mr. Hopkins that a friend of his wanted to see him, with sarcastic emphasis on the word "friend." Rhudie had his hand on his stomach.

The same old story! Rhudie said that he had been drinking a little too hard lately; in fact, he had drawn himself on over six whiskies that morning before breakfast, and had kept up the gait ever since, only in accelerated ratio. On top of that he had eaten four catfish for supper. He wasn't feeling good.

Mr. Hopkins was very sympathetic, and therein, I deduced, lay the reason for the preference Mr. Lauer had displayed.

"All right, old boy," I said to myself. "I may not be good enough to wait on you now, but there'll come a time, some day. And when I do get a whack at you, you will know that something has hit you!"

*Mr. Butler wins the second prize of \$10.

About two months later Rhudie came in, unshaved and unshorn, and with a very sad expression on his face. He was sick, he said. And did I know what Mr. Hopkins had given him? It was the best stuff he had ever taken in his life. If I did not know, wouldn't I write to Mr. Hopkins and find out? But in the meantime, kindly give him something to relieve him of his present trouble; something strong, soothing, and non-irritating.

I gave him a little slide-covered box containing seven 5-grain calomel tablets, with instructions to take one every half-hour until the box was empty.

The next morning, at about 9:00, Rhudie staggered into the store. He was extremely pale and somewhat wobbly.

"Where's Doc Snyder?" he asked in a hoarse whisper.

"I don't know," I replied, "but I telephoned to him a little while ago, and expect him now any minute. But you don't seem to be in very good health this morning, Mr. Lauer," I remarked.

"Worst night I ever put in in my life! Very busy; very busy!" he grunted.

I might say that I had already told Dr. Snyder about the little slide-covered box and that we had had a good laugh over the circumstances.

Rhudie sat down and waited, and presently Dr. Snyder appeared.

"What's the matter, Rhudie?" he demanded, cheerily.

"Bad, Doc; bad!" replied Rhudie.

I went back of the prescription case to get out of the way, for I felt that Mr. Lauer had a thing or two to say to the doctor that he might not care to have me hear. And in a minute or two I heard the little box rattle. Rhudie hadn't taken all of the tablets, evidently!

Dr. Snyder's voice called out: "What are these tablets that you gave Mr. Lauer last night, Harry."

"Hexamethylenetetramine!" I yelled back. I knew that Rhudie would be completely satisfied with a word as long as that.

And then Doc spoke up good and loud. "Just exactly what you want, Rhudie!" he pronounced. "You've got two left in the box; take one now, and the other one in about a half-hour!"

Well, Rhudie didn't die. But he was in bed three or four days. And the strangest part of it all is that to this day he claims that that was the best treatment he ever received, and in spite of its strenuousness he has asked a number of times that it be duplicated!

THE LADY AND THE BATH CABINET.

BY ALEX PETERSON, MISSOULA, MONTANA.*

My funniest experience as a druggist has to do with the showing of a bath cabinet.

One dull, gloomy day—dull in a business way because it was gloomy outside—a lady entered and asked if I would show her a bath cabinet, the best we had.

Would I?

Well, it would have been a pleasure at any time, but on this day in particular, with a ten- or twelve-dollar sale in sight, it surely was a joy.

Not having room to display these cabinets in the store, we kept them on a rack in the basement; but I never started for a baseball game more cheerfully than I went after that bath cabinet.

Having brought it upstairs and set it up for her inspection, I was highly pleased to see that it seemed to be just what she wanted, and that price was of no consequence.

She examined it very carefully inside and out, tapped it all over, tested the fastenings, expressed admiration of the beautiful design on the outside rubber cloth, and seemed to be perfectly satisfied with it in every way.

She asked me to measure it for her, and although I could see it was plenty large enough, I felt that as long as it was to be hers she had a perfect right to know its dimensions; so I used the yardstick on it, and at her request made a note of the measurements.

Then she wanted to know how much it weighed. I made a guess, but that would not do; she must have the exact weight.

I began to wonder if she intended to wear it all the time, and it even occurred to me to suggest that she try it on and see if it fitted!

However, I took it back to the scales and weighed it exactly, making a note of weight with the measurements.

Then she asked if I minded having gone to all the trouble, and might she not have the slip,

*Mr. Peterson receives the third prize of \$5.

so she could take it to the express office and find out how much the charges were going to be on one like it for which she had sent the money to Sears, Roebuck & Company? She wanted to compare the dimensions with those given in her catalogue at home, she said!

She was very profuse in her thanks, and I assured her that it had been a great pleasure to show her the cabinet.

It was still gloomy outside and very dull inside, but even the loss of a big sale could not keep me from appreciating the experience.

HIS FIRST HOT-WATER BOTTLE.

By ADOLPH BIRSACH, MILWAUKEE.

At 2 A.M. on a cold winter morning in February, two years ago, I answered a night call, and filled a prescription for an old German who, with his wife, lived in a small house not far from the store.

While I was working he told me about his wife's illness, and remarked that it was the first time that either one of them had ever been sick.

On the prescription the doctor had noted "Hot-water bottle," and upon inquiry I learned that one was wanted.

After filling his wants the old man left, and I hurried back to bed.

At 3:15 the bell rang again, very long and violently, and with several regrets I once more hurried downstairs.

The old man was back again!

I opened the door and was greeted with a storm of abuse, all in a peculiar dialect, but nevertheless not lacking in force.

When I finally managed to get a word in edgewise I asked the old fellow the cause of his anger. The water bottle, he told me, was absolutely no good; and I ought to know better than to sell him something that would not do the work, etc.

I took the bottle and with the aid of water tested it; I further examined all the seams—and found the bottle in first-class condition.

Again I asked the old man what the trouble was, and then he told me that he had put the water in the bottle about one hour ago and it was still as cold as when he put it in!

I didn't laugh, but retired behind the case in a hurry, lest something might happen, and put in some time trying to keep a straight face.

I certainly had a merry time of it, trying to convince the old fellow wherein he was wrong, but finally succeeded—and then we both had a good laugh.

After all he was a likable old chap, and could hardly be blamed for not knowing any better. It seems strange that in our present day one should find anybody so unfamiliar with a water bottle, but such was the case; and I shall never forget that night.

A HARMLESS MISTAKE.

By J. Y. ALLAN, ENGLAND.

I don't know whether this is my "funniest experience" or my "luckiest escape." Perhaps BULLETIN readers can judge.

Some months back the local medico took a holiday and a reliever took his place.

My M.D. prescribes powders in single dose and then subscribes "*mitte tales*," invariably. The new man ordered the bulk quantity and subscribed "divide in pulv., etc." Neither are to be commended for their calligraphy.

A scrip came in one night just after the reliever came, and the patient druggist (that's me) hopped out of bed with his usual alacrity. It turned out to be calomel and sod. bicarb. powders required, and I had the combination all ready made. Other doctor always ordered them. I could pass them out in my sleep. In fact, I did.

I overlooked (in my somnolent state) that "divide." Result—"Take one (5 grains calomel) every hour." Five sent.

Next morning, some three hours later, with my bright, refreshed intellect on the *qui vive*, I reread that scrip.

Wild dash up to the surgery! Decent chap the new man was, but he was manifestly perturbed.

I recollected cases I had read of where 20 or 30 grains of calomel had been given, apparently without killing the patient, and I tried to comfort myself with them. But the doctor did not know of any such practice, ancient or modern.

We decided to wait, and I, and he also, spent an anxious day.

A week later the victim entered the surgery. "Well, Mr. W——, how are you now?" he was asked.

"Fine, doctor! Those powders you ordered

knocked the very devil out of me, but I have been a new man ever since!"

No wonder our boys made a name for themselves at Gaba Iebe!

FIFTY-THREE YEARS AGO!

BY LIEUT. ROBB PASCHALL, PHILADELPHIA.

On a hot night in July, 1863, we were marching from a battlefield on which a great many dead had been left. The stench was something fearful; the boys were actually sick, and there seemed to be no escape from the sickening odor.

Toward morning, about 4:00 A.M., we marched up a hill and came to a large and beautiful field of clover.

The sweet scent of the blossoms was a great relief to us, and with one impulse we fell to our knees and commenced eating the clover.

Remnants of the 118th P. V., 16th Michigan, 20th Maine, 155th P. V.; and 18th Massachusetts, just like cattle, fell to eating it. They all enjoyed it, too. I never had anything so good in all my life.

And I never saw anything quite so funny as hundreds of soldiers eating clover on Wapping Heights!

LITTLE GLASSES IN MAINE.

BY "MISS CALIFORNIA."

I was on a visit to Maine, and my brother, a druggist, asked me to assist him in the sales section one busy day. I did so, and later was called to the carpet.

"Sarah," he asked, "did you wait on an old lady during the rush? Try and remember."

"How old?"

"Old Mrs. Bassett must be——"

"I knew her—or did when I was little," I interrupted. "No; I didn't wait on her."

"Well, she's hopping mad; threatens to withdraw her account; and, well, here!" And my brother fumbled in his white linen coat pocket.

"Your name—see?—in the place of a clerk's number. That places the responsibility on you."

"On me! What for?"

"Read it. She is an ardent Prohibitionist in a State that has been 'dry' over 50 years!"

My face relaxed as I read. "Can't you see,

brother," I said, "this account is charged to her, but the goods were purchased by her nephew. You, yourself, O. K.'d the transaction!"

"That part's all right," he explained patiently. "But this is the difficulty. See what the check reads: '½ dozen whiskies.' She insists that I sold her nephew six whiskies and threatens indictment!"

There it stood in my own handwriting: *six whiskies*. And in Maine, where they've been spitting cotton for 50 years!

"When I don't even know where you keep your old whisky!" I expostulated.

Then a light broke in: I remembered.

"He—her nephew—bought *little glasses*!" I exclaimed. "And in California we call them *whiskies*!"

I was never invited to "help out" again.

A PAIR OF POOR SHOTS.

BY WESLEY HAAS, LEAVENWORTH, KAS.

I well remember the first time I used a perfume atomizer. We had one that you could use in any kind of a bottle. One day a lady came into the store and asked for some perfume, and I proceeded to demonstrate our different kinds. I inserted the atomizer in the bottle—and it wouldn't work. I began trying hard to make it "atomize," and wasn't paying any particular attention to the direction it pointed, when all of a sudden it shot out a spray and (*Zowie!*) hit the customer square in the eye.

She bought a dime's worth.

Again, once upon a time my kid brother who helps us out at the store after school and during vacation time went to wait on a lady, who told him what she wished to purchase. He came to me and informed me the lady wanted some suppositories. I asked him what kind, and he didn't know; so I got the different sizes of glycerin suppositories and marched up to the lady and strung them out on the showcase. I then proceeded to explain the difference between the sizes, etc., etc. The lady turned as red as a beet, and stammered: "The boy didn't understand me, I guess. What I want is some depilatory powder."

Needless to say, I felt like a one-cent stamp in a five- and ten-cent store!

The New U. S. P. and the New N. F.

BY WILBUR L. SCOVILLE.

This month we are presenting two important papers by Mr. Scoville. The first explains in detail some of the principal changes in the new Pharmacopoeia and tells, in many instances, how the pharmacist may adjust his present stock to meet the new requirements. In the other paper Mr. Scoville discusses the National Formulary in a similar manner. The discussion of U. S. P. changes will be continued in future issues of the BULLETIN, and was begun in the July number.

CHANGES IN THE NEW PHARMACOPOEIA.

Retail pharmacists will be interested first in the changes in pharmaceutical preparations of importance. There are a number of these which will need attention in order to insure non-interference by drug inspectors after September 1.

Since the new Pharmacopoeia states maximum as well as minimum strengths, it will not do to say that a preparation is "stronger than the official." It must be within the limits established or it is liable to seizure as adulterated and the owner fined. Hence pharmacists should look well to their stock and see that all preparations conform to the new standard.

The following changes in strength have been made:

Aconite. The extract is now official with a standard of 2 per cent of aconitine. The fluid-extract has been increased from 0.4 per cent to 0.5 per cent and the tincture from 0.045 per cent to 0.05 per cent.

Thus aconite preparations are *increased in strength*, very materially.

A biological assay is also added, but the manner of its statement leaves one in doubt whether it is compulsory or not. "If assayed biologically the minimum lethal dose should not be greater than—" is the reading. The standard is plain, the method of assay is also given, but the introductory word "if" suggests that the chemical standard is sufficient, and the biological standard is optional. What might happen if the preparation were deficient in chemical strength and standard by biological test is an interesting question.

As the text stands at present, it may be safer to depend upon the alkaloidal assay, upon which the requirement is plain. The essential point now is that after September 1, 1916, the present official preparations of aconite will be deficient, and must be discarded.

Belladonna Leaves. The Extract of Bella-

donna Leaves will be 1.25 per cent in strength, while the present strength is 1.40 per cent. There is thus a reduction in this preparation. Any stock on hand September 1 can be adjusted by simply mixing each 125 grains of extract with 15 grains of glucose (for a pilular extract) or 15 grains of sugar of milk (for the powdered extract).

The Tincture of Belladonna Leaves will be the same strength as the present, so stock in hand will be good.

Fluidextract of Belladonna Root must contain 0.45 gramme of alkaloids per 100 mls instead of the present 0.40 gramme per 100. The minimum allowed will be 0.405, which is pretty close to the present standard, but is still above it. A small stock can be concentrated by careful evaporation at a temperature below 80° C., each 45 mls (or 4.5 fluidounces) being evaporated to 40 mls (or 4 fluidounces).

Cannabis. The new Pharmacopoeia recognizes both the Indian and the American Cannabis, and allows either to be used under this title, but requires it to be standardized by biological assay. Thus all non-standardized preparations, or any which are below the standard set by the U. S. P. IX., must be discarded after September 1. This applies to the extract, fluidextract, and tincture—all are standardized.

Cantharides. The new U. S. P. requires that the drug shall contain not less than 0.6 per cent of cantharidin, but none of the preparations have been standardized. There are changes in the methods of making the cantharidal preparations, but these are not of great importance.

Cinchona preparations are all now standardized on total alkaloids, the ether-soluble alkaloids of *C. Calisaya* not now being recognized. This necessitates a restandardization of all cinchona preparations, and the Compound Tincture of Cinchona is included in the new

standards. There is no way of calculating the value of Calisaya preparations to the new standard, because the basis is different.

There is also a small change in the method of assay, the total alkaloids being dried at 100° C. instead of 110° C. as at present, and a larger proportion of chloroform being employed as a solvent. Thus preparations standardized for total cinchona alkaloids in the present assay will show a little higher results by the new method. However, the difference will probably come within the limits of variation set, and it will doubtless be safe to adjust stock at hand on the basis of total alkaloids stated.

Colchicum preparations are not changed in strength. The method of assay is changed, which will probably make a small difference in results, but this difference is likely to come within the limits set, so U. S. P. colchicum preparations can continue to be used without change.

Digitalis has had a biological standard attached, and the menstruum for Tincture of *Digitalis* has been changed with a view to greater permanency in the medicinal value. Safety requires that all digitalis preparations shall be replaced with those adjusted to the new requirements.

Guarana. The fluidextract has been increased in strength from 3.5 grammes of caffeine per 100 mils to 4.0 grammes per 100. The readiest way to adjust this preparation will be to add caffeine in proper proportions—0.5 gramme to each 100 mils (or 2 1/3 grains to each fluidounce).

Hydrastis. The extract has been made official and the standard set at 10 per cent of ether-soluble alkaloids (hydrastine).

The glycerite is now standardized to contain 1.25 grammes of ether-soluble alkaloid in each 100 mils. This has not been standardized heretofore.

The standards on the fluidextract and tincture are not changed.

Hyoscyamus. The standards on all the preparations of this drug have been lowered slightly. The fluidextract is to be 0.065 instead of 0.075, and the tincture 0.0065 instead of 0.007. The differences are so slight as to be within the allowable errors of assay, and stocks of these may continue to be used without change.

The extract shows a greater change, being reduced from 0.3 per cent to 0.25 per cent.

Stocks of this should be adjusted by the addition of glucose or milk sugar, according as a pilular or a powdered extract is treated. To each 5 parts of the extract, add one part of diluent.

Ipecac. The fluidextract is now made in a different manner, and with a less strongly alcoholic menstruum, so that it is miscible with syrup. It has also been markedly increased in alkaloidal strength—from 1.5 per cent to 2.0 per cent. The present stock of Fluidextract of *Ipecac* will therefore be out of date after September 1. If used at all it must be used in proportion, for making Syrup of *Ipecac*, using 93.5 mils per 1000 of finished syrups instead of the 70 mils directed.

Nux Vomica preparations have been very materially changed. The Brussels Conference of 1906 recommended international standards for this drug and its preparations, based upon total alkaloids rather than upon strychnine. The U. S. P. IX. has adopted these standards and so made obsolete all the old preparations of *nux vomica*.

The extract now is standardized at 16 per cent of total alkaloids instead of 5 per cent of strychnine. Since the alkaloids of *nux vomica* are approximately equal in amount, 16 per cent of total alkaloids will correspond to about 8 per cent of strychnine. The extract is therefore more than half again as strong as the U. S. P. VIII. standard. Fluidextract of *Nux Vomica* must contain 2.5 grammes of total alkaloids per 100 mils instead of 1 gramme of strychnine, and the tincture (now made by percolation of the drug) 0.25 gramme of total alkaloids. All of these indicate an increase in strength, but since there is a new basis they cannot be safely readjusted except by assay.

The old *nux vomica* preparations should be discarded when the U. S. P. IX. becomes official.

Opium. Contrariwise the opium preparations are reduced in strength—except the extract—and can be diluted. The international standard for powdered opium is 10 per cent of *anhydrous* morphine, and of the preparations 1 per cent of *anhydrous* morphine.

Hitherto opium and its preparations have been standardized on *crystallized* morphine, which contains one molecule of water of crystallization, or 94.058 per cent of *anhydrous* morphine. Therefore the difference is not merely reducing a powdered opium of 12.5 per cent to 10 per cent, but of calculating the dif-

ference between the hydrous and anhydrous morphine also.

Thus a powdered opium containing 12 per cent of crystallized morphine will contain 11.29 per cent of anhydrous morphine, and can be diluted on that basis, *i.e.*, to every 10 parts add 1.29 parts of diluent. Likewise the liquid preparations, tincture, deodorized tincture, etc., can be diluted in like fashion—to every 10 mls add 1.29 mls of menstruum—or to every fluidounce add one fluidrachm of menstruum. The fluid preparations of opium will thus be easily adjusted.

The extract is an exception, since this is now required to contain 20 per cent of *anhydrous morphine*, instead of 20 per cent of crystallized. The extract will therefore be about 6.4 per cent stronger than the present, and will require strengthening.

If it is desired to do this by adding morphine sulphate (this containing 75 per cent of anhydrous morphine) it can be adjusted by adding 2.4 grains of morphine sulphate to every 100 grains of opium extract (U. S. P. VIII.).

Since the U. S. P. IX. has placed maximum limits of strength, it will be just as important to dilute the Tincture of Opium on hand September 1 as to strengthen the extract of opium.

Physostigma tincture has been strengthened, very slightly—to contain 0.015 gramme of alkaloid per 100 mls instead of 0.014 gramme. This difference is so very slight that no change will be necessary in the present stock. The extract strength has not been changed, but contains 2 per cent as at present.

Pilocarpus. The fluidextract, which is the only official preparation, has been increased in strength 50 per cent—*i.e.*, it must contain 0.6 gramme of alkaloids per 100 mls instead of 0.4 gramme per 100. This increase is not easily made on the preparation, and it will be preferable to discard the old stock or else add pilocarpine hydrochloride in proportion of 1.1 grains per fluidounce.

Squill and its fluidextract are to be standardized biologically, and old stocks of either will be obsolete unless they correspond to the standard set. Not much of the Fluidextract of Squill in the market has been standardized, hence most of the stock in hand will be obsolete when the new standards become effective.

Stramonium and its preparations are unchanged in strength, hence can be continued as at present.

Syrup of Hydriodic Acid is now made by volume instead of by weight, and is required to yield not less than 1.3 grammes nor more than 1.45 grammes of hydriodic acid per 100 mls. This is an increase of about 15 per cent over the present strength, calculated on the mean of the two, or 1.375 per cent weight volume. Hence all stock of hydriodic acid on hand September 1 must be strengthened.

If the 10-per-cent acid is used, add 35 mls of this to 965 mls of the present-strength syrup (or 1 fluidounce to 27.5 fluidounces of the syrup). If the more concentrated (16 per cent) acid is used, add 22 mls to 978 of the syrup (or ½ ounce to 22 ounces of the syrup).

(To be continued.)

THE STANDARDIZED ARTICLES OF THE NEW NATIONAL FORMULARY.

The National Formulary IV. will have a number of standardized preparations which pharmacists must be prepared on. This is the first issue of the National Formulary to state exact standards or to require assays, and some pharmacists may be slow to realize that new legal standards are established by it.

It has been the purpose of the N. F. Committee to follow established standards in all articles as far as consistency allowed and to avoid abrupt changes. Consequently most of the new standards will be found to accord with preparations now in the market, but they will have the added weight of authority.

Two of the preparations were standardized in the U. S. P. VIII. Fluidextract of Conium was required to contain 0.45 gramme of coniine per 100 mls, and the N. F. standard is 0.40 gramme per 100. The method of assay is different, and the new method will probably give a little lower results than the former one. Stocks of this preparation which were standardized by the U. S. P. VIII. will come within the N. F. limits, and it will be safer not to dilute the preparation. The U. S. P. VIII. Fluidextract of Conium can be used as N. F. IV. without change.

Fluidextract of Stramonium was dropped by the U. S. P. and taken up by the N. F., but the assay method and strength remain unchanged.

The other preparations have been standardized by manufacturers, but they have hitherto been free to select their own standards, and now pharmacists should make sure that the legal standard is supplied.

Extract of Conium, 2 per cent of coniine.

Extract of Ignatia, 6 per cent of total alkaloids.

Aqueous Fluidextract of Cinchona is to contain 5 grammes of alkaloids in 100 mls—which is the same strength as the new U. S. P. fluidextract, but contains only 12 per cent of alcohol and some free hydrochloric acid.

Fluidextract of Colchicum Corm is to contain 0.35 gramme of colchicum per 100 mls, and the assay process is that of the U. S. P. IX. for colchicum preparations.

Wine of Colchicum Corm (0.14 gramme per 100 mls), and *Wine of Colchicum Seed* (0.40 gramme per 100 mls), are both standardized by the N. F.

Both of these will be made by diluting the fluidextracts, and the strengths are in direct proportion to the latter, so if the fluidextracts are right there is no reason for discrepancies in the wines.

Wine of Ipecac, formerly official in the U. S. P. VIII., is now an N. F. product and is standardized at 0.2 per cent of alkaloids. It is to be made in the same way as the U. S. P. product, but since the strength of the Fluidextract of Ipecac has been increased the wine is correspondingly stronger.

The U. S. P. VIII. did not give an assay method for this article, and consequently it has not usually carried a standard on the label. But the N. F. IV. has not only set a standard but has also given a process of assay, hence it will be necessary for pharmacists to look carefully at their stock, and strengthen it in order to avoid the chance of trouble. Wine of Ipecac U. S. P. VIII. is *not the same* as Wine of Ipecac N. F. IV., and the latter will be official on September 1.

Tincture of Ignatia, hitherto standardized for extractive, must now contain 0.2 gramme of alkaloids per 100 mls.

Croated Tincture of Opium will be required to contain 1 gramme of anhydrous morphine per 100 mls. This puts it in accordance with international standards and with the new standards of the Pharmacopœia for the opium preparations.

As pointed out in the Pharmacopœial notes it is essential to remember that the old standards are based upon *crystallized* morphine, while the new are based upon *anhydrous* morphine, and the former contains 94.058 per cent of the latter.

Hence 1 gramme of the new standard means more than 1 gramme of the old, the difference amounting to 1.063 grammes, which is greater than the limits of error in the assay.

It will be wise for pharmacists who make their own opium preparations to re-mark their granulated or powdered opium, calculating it as 94 per cent of the strength stated, or as 11.29 per cent of morphine if strength is not stated, then use it on the basis of a 10-per-cent opium.

Several of the Solutions now have a stated standard and a method of assay. Solutions of Ferric Acetate, Ferric Citrate and Ferric Nitrate are among these, and the standards in each case correspond to the former Pharmacopœial standards.

It is important to note that the Liquor Alumini Acetatis of N. F. IV. is a new preparation, the article formerly official under this title now being entitled Liquor Alumini Subacetatis.

Both of these preparations are now standardized, and the distinctions should be kept in mind, for the standards as well as composition are different.

Glycerite of Bismuth is now adjusted by assay, which in turn affects the Solution of Bismuth and the elixirs containing bismuth.

Two drugs are standardized whose preparations are not—Coffee, which is required to contain 1 per cent of caffeine, and Kola, which must contain 1.5 per cent of caffeine. But while fluidextracts of these are recognized, they are not standardized.

The official coffee is roasted coffee, and the question may come up whether a pharmacist can now sell coffee which does not correspond to the standard. The latter is intended only for coffee sold and used for medicinal purposes, and not to that sold for use as a beverage. The preliminary notices in the N. F. IV. state that the standards are to apply to medicines only, hence there is not likely to be any trouble over selling coffee as a food product.

There are a number of articles in Part II for which purity standards are set and methods of testing are given, but these will interest manufacturers more than retail pharmacists. There is not likely to be any trouble over the purity of chemicals and salts now in stock, but pharmacists will have to be careful about their preparations which will have new standards after September 1.



In planning the newest "Biggest Little Store" Mr. Miller has made an unusual departure from the conventional store front.

ORIGINAL ADVERTISING METHODS OF A CLEVER RETAILER—"Square Deal Miller."

By WALTER M. CHASE.

When he strikes this paper, the average reader will ask: "Why write up the methods of a jeweler in a drug journal?" Perhaps is is rather a far cry—perhaps there is little suggestion here for the druggist. And yet this man Miller is so strikingly original, and has been so remarkably successful, that the story is full of human interest if nothing else. Incidentally it is more than possible that there may be something in this outline of his methods that can be applied to the drug business.—THE EDITORS.

Ultra-original advertising of many kinds and in many different mediums, backed by a strict adherence to the "square-deal" policy, has built up for Gilbert E. Miller, of Detroit, Michigan, a business that has made his three stores notable among the jewelry establishments of the country.

Seven years ago Miller, as he likes to be called, started his "Biggest Little Store" in a

room measuring eight by twelve feet. His capital consisted of "a two-dollar bill and a diamond shirt stud." The stud was sold to a man who is still a satisfied customer and Miller started to advertise.

Owing to lack of capital, advertising at first was necessarily limited. The initial ads took the form of "liners" in the "help-wanted" columns of the local newspapers.

When remonstrated with by a banker-friend, who argued that as jewelry was a luxury men who were in search of jobs were poor prospects to whom to appeal, Miller came back, Yankee-fashion, with:

"How do you know that I am using the classified columns?"

"Why, I saw your ads there," said the banker.

"And so does every one else," replied Miller. "Everybody at some time or other reads the want columns. People in search of jobs, those

looking for better positions, and even men who have no idea of changing jobs, all read them. The habit is formed at the time in a man's career when he is looking for a chance to better himself, and he can't break away from it."

From the start the square-deal policy was featured in the advertising and in the conduct of the store. To quote Mr. Miller: "There is one big idea back of every sale in the Biggest Little Stores—the customer must be satisfied. I may think there are two sides to a customer's complaint, but I see that there is only one end—a square deal."

Gradually, as the business grew, various other mediums were added, until to-day Miller's advertisements are likely to be found wherever there are Detroit people to be appealed to. Newspapers, street-cars, billboards, and moving picture theaters are depended upon for bringing the greatest share of publicity.

In addition, the stores themselves furnish a fertile field for advertising. Show-cards are more than liberally used. They are posted in every available space. Price cards always have the retail figures in plain type, for much of

the store's advertising is based on the money-saving feature of the merchandise. Package inserts are used wherever possible, and in convenient places around the stores are placed little cards bearing characteristic ads.

Each year during the holiday season an eight-page, newspaper-size, illustrated circular is distributed throughout the city.

Every one of the nearly half a hundred people connected with the business, from Mr. Miller down to the store porters, are constant advertisers for the three establishments. They talk Miller values in their homes, on the street, and, according to Mr. Miller, "even in their sleep." It is a Miller requirement that every one in the employ must "live the business."

The newspaper advertising takes a multitude of forms, running from the little "liners" to full-page spreads. Sometimes the ads are simply bits of homely philosophy laying emphasis on the square-deal policy and the small prices made possible by low rents. This type of ad is really nothing more than what is known in newspaper circles as "paragraphing." The writer takes a subject of common appeal

A COLLECTION OF MILLERISMS.

The installment way—a dollar down and the devil to pay. Buying Miller diamonds is wiser than putting money in the bank. Diamonds are not a luxury. They're an investment and a good investment too. Diamonds have gone up 15 per cent in the last year—while a dollar in the bank works its "head off" all year to earn three cents.

Every cloud has a silver lining, but it ain't so of every purse. That's why I cut my price tags to fit the working folks' pocketbooks.

My customers call me Miller, Square Dealer—my competitors call me everything Uncle Sam keeps out of the mail's.

There are only half a dozen good watches made—Miller sells six different kinds.

I don't pretend to belong to your church—square dealing gets me my business.

Square dealing pays in dollars and satisfaction—I know. "High rent jewelers" say I have a unique way of doing business—that's right—square dealing is unique—with some people.

If I can't make this the best place to buy jewelry, I am going to make some other jeweler break a world's record.

I believe in square-deal prices for working people. I don't believe in "working people" for more.

When competitors "knock" you are at least being given consideration, and that's something. They say "I can't sell at my prices and live"—I'll let you know when to send flowers.

For "light summer reading" you can't beat my price tags. Lydia Pinkham says she never got a letter from a woman who wore a "Miller" wedding ring. It's a Square Deal ring—that's why—that's all any woman wants.

Lots of people used to think my Square Deal was 50 per cent advertising chatter, and a few thought I sold "tin jewelry"—They know better now—7 years of square dealing—giving honest jewelry value for their money has convinced everybody—even the "doubting Thomas."

If you don't think there are sermons in stones—compare a \$100 installment diamond with a \$100 Miller diamond—about \$40 worth of "sermon."

Love may be blind, but where the engagement ring is concerned—it is never—"stone blind."

A Miller wedding ring is hand wrought from a solid bar of gold—seamless and not a divorce in a thousand—the kind she ought to have.

Don't wait until the last minute to do your Christmas shopping—I'd like to have time to say more than just "Thank You—Here's Your Change." The crowd is getting bigger every year—but it's "your store" just the same as it was when I had to lock up when I went down to Al Smith's Beanery.

My clerks may not be very "gifted" and maybe their ties don't match their shirts—but when a Miller clerk tells you that a piece of jewelry will wear 10 years—believe him, because he knows his salary is ready Saturday night—and there is no incentive to hoodwink a customer.

Big stock of Christmas baby spoons—Had to buy plenty this year—that's what I get for selling 17,000 "lucky wedding rings" since I've been in business.

"Honesty is the best policy"—some jewelers put it in a gilt frame—I use it in my business.

I want you to understand I came to this town to earn an honest living—Up to date I haven't had much competition.

Everything marked in plain figures—One price to everybody—Lady said last Christmas: "Miller is just like a good pair of garters—He minds his own business and never comes down"—And I don't "rubber" either.

Buying Christmas gifts from Miller is just like making love to a widow—you can't overdo it—and she's usually had enough business experience to appreciate a Square Deal.

Big trade in sight—most of my customers wait on themselves—Anyway, the clerks only know enough to show goods—No \$40.00-a-week "persuaders" in the Biggest Little Stores.

That "lucky wedding ring" stuff is like being vaccinated—it doesn't always "take." Sold a ring two years ago and the lady made me engrave "In Fidelity" on the inside. I knew it was a bad hunch. She came in Friday and told me that was just the grounds on which she got her divorce. But she liked the ring so much she is using the same one again—says lightning never strikes the same place twice.

If you ever buy anything from any of my clerks that isn't just what it should be—you'll do me a favor if you'll holler. Telephone Main 1234—and never mind the Mr.—just holler Miller. You can bet I'll make it right. That's the way I built my business.

or an event of local importance and weaves into it "human interest." Attention is secured from the start, and the snap put into it makes people remember the ad and remember Miller when they want jewelry.

At other times the newspaper copy is illustrated with cuts of the special values offered, always, however, accompanied by descriptive text written in the characteristic Miller vein.

Street-car cards usually contain the square-deal reference and invariably are given a humorous twist which forces the subject home in the mind of the reader. White cards, printed in black, are the only kind used, as Mr. Miller believes them to be the most effective. He says that fancy frills, either in advertising

slipped into parcels. Even the checks with which Mr. Miller pays his bills have on them short, but pointed, ads.

An optical department is one of the important parts of the business. To advertise it Mr.



Annual sales of \$1500 for every square foot of space is the record in this store.



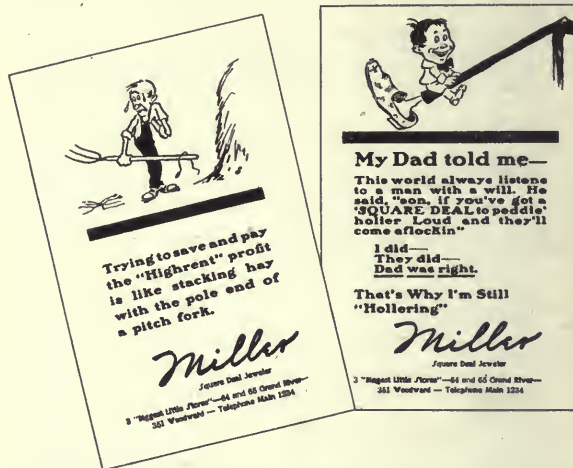
Gilbert E. Miller.

or in the conduct of a store, have no place in a business where the owner is giving full value for the money paid out by the customer.

"Movie" advertising Mr. Miller considers one of the best means for securing publicity. The ads are read by 100 per cent of the people seeing them and at a time when they are in the most receptive mood. In addition to the ordinary slide method of advertising, animated cartoons, made especially for the purpose, are used to force home the Miller messages.

The wording on the black-and-white cards posted in the stores is intended to bring out the advantages of trading with Miller and the absolute assurance of the square deal accorded to each customer. Typographically artistic cards, 3½x5½ inches, are always at hand where they may be picked up by customers or

Miller gives away an eye-glass cleaning cloth, measuring 4 by 6 inches, a practice which is quite common with opticians. Instead, however, of having on it a conventional ad stating the name of the store, its street address and the fact that glasses are made and repaired, the



Package inserts like these aid in keeping the Miller stores before the public.

Miller ad starts off: "You can wipe your nose on this if you want to—but don't send it to the laundry—come in and get another." According to Mr. Miller the ad causes a laugh, and, whenever there are glasses to be made or repaired, he gets the business.

As an inducement to keep customers coming his way, Mr. Miller offers, every Friday, a "special" of a piece of silver or cut glass at a

below-cost price. The merchandise may be a berry spoon, a mustard jar, a pie-knife, a salt cellar or other useful article. Housewives who follow the sales are enabled in a year's time or so to get together a valuable collection of high-grade table ware at a price way below the market value. "There is often a big profit in selling at a loss" is a Miller aphorism, and he proves his statement by citing the fact that some of his best customers have been attracted to his store by the Friday "specials."

A feature much appreciated by persons who trade at Miller's is that the clerks are not "persuaders." They are instructed to show the goods called for, to explain them in detail, and to tell their merits, but not to force the goods on customers. If a patron does not find exactly what he wants, the clerk offers to obtain it if possible, but he does not importune the customer to buy.

The clerks are carefully schooled in regard to the conduct of the business by means of get-together meetings held each Tuesday night. At these gatherings the entire force exchange ideas and make suggestions for the betterment

of the store service. The first instruction given to a new clerk is "Explain it to them (the customers) so they will understand it as well as you do."

The telephone plays an important part in the Miller business, for, owing to the reputation for square dealing built up by Mr. Miller, much business is transacted over the wire. "I've sold everything from a five-cent collar button to a \$500 diamond by means of the telephone," says Mr. Miller, "and in order to make it easy for customers to remember my number I besieged the telephone company until it gave me the hard-to-forget number of Main 1234."

Unlike many retail jewelers, Mr. Miller is strongly opposed to the instalment plan of selling jewelry. He says: "I sell only for cash because this is the one method by which the purchaser can be sure that he is not paying for the instalments some other fellow did not keep up. The buyer of a watch, a diamond, or anything else, at my stores is sure that he is receiving full value for every cent he spends—that's my idea of a square deal."

A NEW USE FOR AN OLD PRODUCT

By LUTHER H. VANCE, B.S.

Nowadays it seems that every time we turn around we come face to face with the fact that we are a profligate nation.

The Almighty has been good to us. We live in the best country on the globe—best in all ways. Money has been easy to get, comparatively speaking, and we have lived thus far during our national career a sort of offhand, happy-go-lucky existence.

Ish kabibble!

But the war has given us a brief day of reckoning and at the same time sounded a note of warning. We get a startling glimpse of ourselves occasionally, as a monkey does when handed a mirror at the Central Park Zoo.

Scores of drugs are on the want list—and we can't get them. Concerning many of these products and preparations it might be said that it is a crime that we don't produce them.

We have been in the habit of importing even dandelion root from far-off Russia.

Paper prices have boomed. Why? Because we can't get *old rags* from Europe any more: that is one of the factors.

Don't we have old rags in America? Sure we do. We have them to burn.

RENNET ON THE "SHORT" LIST.

And now we learn that a short time ago the cheese factories of the country were facing a real crisis; so acute a crisis, in fact, that some of them shut down.

They couldn't get rennet.

"It is estimated," says a Bulletin issued by one of the really big institutions in the educational field, the University of Wisconsin—"It is estimated that nearly one and one-half millions calf stomachs, yielding about 100,000 gallons of rennet extract, are used each year by the 5000 or more cheese factories in the United States. The supply of 'rennets,' as these calf stomachs are called, has in the past

come largely from European countries, but due to the war this importation has been stopped. As a result, the supply of rennet extract is so reduced that it is difficult for any dealer or factory to obtain more than 10 gallons at a time, and frequently not more than one or two gallons."

The two leading American rennet factories are located at Madison, Wisconsin, and Little Falls, New York. They have been importing their calf stomachs from Europe, quite regardless of the fact that Wisconsin calves as well as New York calves have stomachs!

TWELVE CENTS FOR A STOMACH.

"For more than a year," the Bulletin tells us, "manufacturers in this country have made efforts to buy rennets wherever milk-fed calves are butchered, and have offered as high as 12 cents a piece for them when properly prepared. . . . As an inducement to get factory operators and patrons to aid in the collection of rennets, it may be necessary for extract makers to supply extract at market prices only to those factories which furnish rennets in good condition in exchange."

However, as bad as all this might indicate the situation to be, its chief value lies in the moral it points. In this case the calamity isn't a calamity at all, and for this reason: cheese factories are now using pepsin in the place of rennet.

And fortunately, thanks to the enterprise of American manufacturers, our supply of pepsin is unlimited. We don't import from Europe

the stomachs from which it is made. We stand on our own two feet.

The University of Wisconsin, it is announced, experimented a number of years ago along this line; and similar trials were made in Ohio and Canada. "The pepsin cheese was practically the same as rennet cheese in all respects." During more recent and much more comprehensive tests "no serious difficulty has been reported."

A COMMERCIAL SUCCESS.

Market tests have vindicated the pepsin cheese. Factories are buying pepsin, frequently in relatively large quantities, in the dairy districts of various States. Orders for 200 pounds are not uncommon.

One-fourth to two-thirds of an ounce of dry pepsin is required to thicken 1000 pounds of "ripened" milk for the manufacture of American and brick cheese. Swiss cheese requires more.

The pepsin should be weighed and dissolved in about twenty times its weight of warm water—water at about 105 degrees, Fahrenheit: hot water won't do. Undissolved pepsin, if any, should be strained out. The solution should then be added to a pailful of clean water, and this pailful stirred, in turn, into the milk in the vat. After adding the pepsin, the cheese-making is continued the same as it would have been had rennet been used.

Here's the moral for the druggist: why not seize the opportunity and sell pepsin to cheese-makers?

JUST PLAIN REMINISCENCES

By M. K. BARBER

I worked for a druggist once, years ago, who had a lot of bottles of pineapple extract that he couldn't sell. He had two or three dozen bottles on hand, the retail price being 15 cents. He had me put these bottles in the sink, soak the labels off, and label them "Bicycle Oil, 25 cents." We put them out on the cigar case and sold every one of them!

Our store was located near the court house and he had quite a good whisky trade. County officials would come in and get their "morn-ing's morning" with frequent regularity, rather

than to go into one of the thirst parlors. This druggist had a private brand that he made.

I never knew how he made it, because he mixed it up in his office, with the door locked, but I know he used a syrup of some kind which he got in barrels labeled "Prune Juice," and that he also used alcohol and water. It seemed to be a very satisfactory booze, for it sold fine.

PADDING AN ACCOUNT.

There was a young fellow who worked in a printing office who traded with us regularly and who ran an account. He paid promptly

each month; but his mother, whom he supported, took sick, and the drug-store bill and doctor's bill put the young fellow to the bad so that his account got two or three months in arrears.

Before he could catch up he got a good offer from a newspaper in another town. He came and told "the boss" that he would send him a check out of his second month's pay and for the druggist to send him a statement, as he did not have time before leaving to have the account looked up.

I happened to be present when the boss made out and mailed this statement. He added some cigars, two bottles of Hood's Sarsaparilla and a few other articles, so that the account was nearly \$10 instead of 5 or 6 dollars. And he got a check for it, too!

Contrary to the old adage that "honesty is the best policy," this man seemed to prosper, and eventually he sold out and retired; and the last I heard of him he was living in a beautiful home in a distant city, taking life easy and enjoying his ill-gotten gains.

A HELPING HAND.

Several years ago a young fellow came into my store one day and asked me very privately if I had any love powders. I thought at first he was joking, but upon questioning him I found that he was in earnest, and very much so.

I told him that I had a formula that I could mix up for him that I believed would be all right and for him to come around in about an hour and I would fix him out.

I mixed up about two drachms of sugar of milk with a very little carmine—just enough to impart a slight pink color—and made it into a dozen powders, and when the young fellow came back I told him to give the backward lady one of these powders at least every third day until all were given.

I advised him that the best way to give them would be on candy, and not to give more than one powder a day, and to average not less than three a week. He said he had a good horse and buggy and that "she" liked candy, so he could work that all right.

I found out that he had been keeping company with this young lady, intermittently, for nearly two years, and that she "didn't seem to love him at all."

I also told him that these powders would do no good unless he had confidence in them and treated the girl nicely, even aggressively; that he must propose to her within a week after giving the last powder, and that he must let me know how he was getting along every other week.

I figured that the most of the trouble with him was that he was too bashful and that if he followed my directions he would likely get over it. I charged him only a dollar for my services.

He reported to me regularly, and at the allotted time came in and told me that he had proposed and had been accepted; and he was about the most pleased young man you ever saw in your life! They were married and, as far as I know, "lived happily ever after."

A BARREL OF SASSAFRAS!

Then there is the old barrel trick. I told about that in the columns of the BULLETIN once, I believe.

I took a common sugar barrel—a nice clean one—and put a false head in it about six inches below the top, first putting ten or fifteen bricks in the bottom. Then in the upper part I put sassafras bark, and tacked a sign on the side of the barrel and set it near the wrapping counter.

This scheme sells sassafras bark, there is no dodging that!

There are tricks in all trades, not excepting ours!

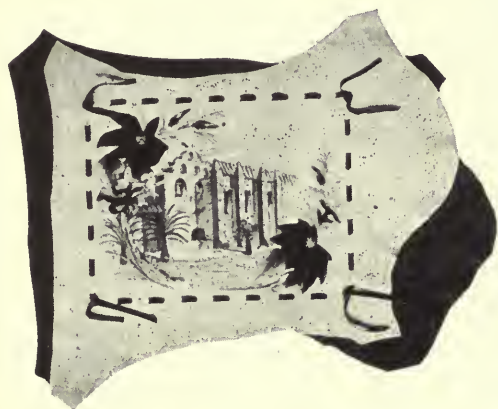
Nevertheless, if a man is naturally honest he can be a conscientious druggist as well as any other kind of a business man can be conscientious; and if a man is a crook he has no right to be in the drug business, or any other kind of business—unless it is an enterprise conducted by the State; a place where everybody dresses alike, with nice broad stripes running horizontally across the clothes.



Money-makers and Money-savers.

Information as to where any of the articles mentioned in this department may be obtained will be furnished upon application. Address "Department of Money-makers," THE BULLETIN OF PHARMACY, Detroit, Mich.

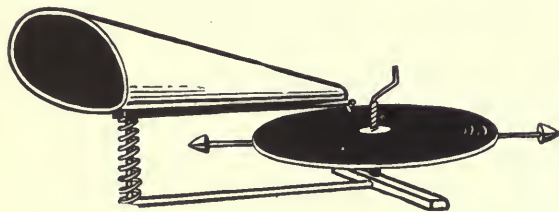
Stores which cater to the tourist trade, especially during the summer months, report that pillow covers similar to this meet with ready sales. The design is in burnt work on



leather and the decoration of poppies and poinsettias are in appliqué velvet. The cover retails for \$3.50, netting the dealer a profit of $33\frac{1}{3}$ per cent on the selling price.

* * *

As a sales-booster this little novelty is producing excellent results. It is a talking machine that actually plays and talks—and it can be given away with a dollar purchase. The machine will play any disc record, but it is especially suited to reproducing the records which

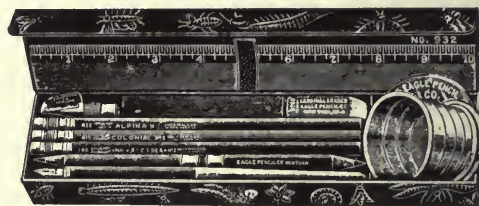


are sold at ten cents apiece. In lots of 50 this novelty can be had at the price of 25 cents each, a price low enough to allow for its use as a premium to stimulate business. A single sample, with record, may be obtained for 50 cents, post-paid.

* * *

With school reopenings but a few weeks away the student's desk set shown herewith is a profitable article to feature. The box is of

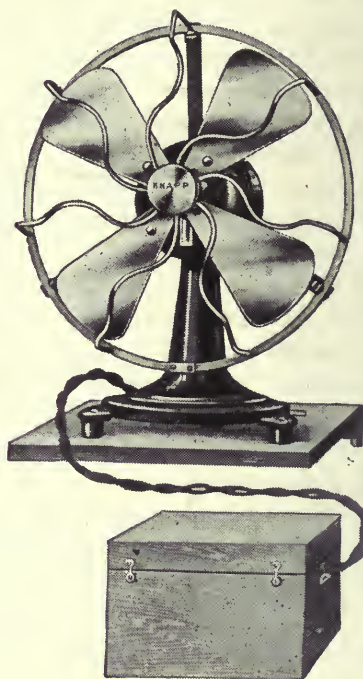
imitation leather, single clasp, and is supplied in assorted colors. The assortment includes pencils of various kinds, pens and penholder,



a pencil sharpener, an eraser, a sanitary drinking cup, and a ten-inch rule. Fifty cents is the retail price.

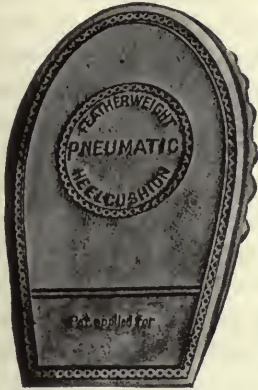
* * *

Here is an article that will be much appreciated in sick-rooms or homes where electric current is not available. The outfit consists



of a portable eight-inch fan with power supplied by a six-volt storage battery; twenty dry cells $6 \times 2\frac{1}{2}$ inches connected five in series 4 multiples, if run 3 hours per day will last for more than 200 hours. The retail price of the complete outfit (less cells) is \$9.00.

During hot weather, when foot troubles are particularly prevalent, pneumatic heel cushions which take up the jar of walking draw many twenty-five-cent pieces from the pockets of



sufferers from sore feet. The cushions are worn inside the shoe, under the heel, and are supplied in all sizes for men and women. They make excellent "running mate" articles to sell in connection with footase powders.

* * *

Druggists who sell automobile supplies or who operate cars of their own will be particularly interested in this alternating current storage battery charger which sells for \$15.00. By



means of the device any 6-volt storage battery may be charged at a cost of as low as three cents by screwing the plug in a lamp socket in the garage when putting the auto in for the night and disconnecting the plug when the car

is taken out for a run in the morning. The battery need not be removed from the car.

The charger is ideal for motorists whose cars are equipped with storage battery only. It is also suitable for starting, lighting and ignition storage batteries as used in automobiles, which require a full charge periodically. Simple directions for using the charger are supplied with each outfit, so that the druggist who sells the device need have no technical knowledge of its workings in order to make sales.

* * *

Because of the popular agitation against the common drinking cup, every vacationist, tourist or automobilist is a possible customer for



one of the collapsible aluminum cups illustrated herewith. The height of the cup is $2\frac{7}{8}$ inches when open and one inch when closed.

* * *

These two puzzles are taken from a line of 12 different subjects which challenges the cleverness of both children and grown-ups. A display stand, suitable for window or counter show, containing one each of the assortment, is furnished free of charge with a gross of puzzles. Each puzzle is attached to a heavy card



which contains full directions. The margin of profit is exceedingly liberal, as an investment of \$3.60 secures a gross of puzzles which retail for \$14.40.

BOARD QUESTIONS ANSWERED

AN IOWA EXAMINATION.

(Continued from the July BULLETIN OF PHARMACY.)

PHARMACY.

27. What drugs enter into the composition of (a) Dover powder, (b) composition powder, (c) hiera picra, (d) Lassar's paste, (e) Haine's solution?

(a) Ipecac, opium, and sugar of milk.

(b) Bayberry bark, ginger, capsicum, and cloves.

(c) Purified aloes and canella.

(d) The National Formulary contains formulas for three dermatologic pastes with which the name of Lassar is associated. "Lassar's naphthol paste" is composed of betanaphthol, precipitated sulphur, petrolatum, and soft soap; "Lassar's mild resorcin paste" is composed of resorcin, zinc oxide, starch, and liquid petrolatum; and Lassar's zinc-salicyl paste is composed of salicylic acid, zinc oxide, starch, and white petrolatum.

(e) Copper sulphate, water, glycerin, and potassium hydroxide.

28. What is the best method for preparing suppositories containing ichthyol and oil of theobroma?

First mix the ichthyol with an equal amount of hydrous wool-fat and then incorporate thoroughly with the cocoa butter which has previously been melted to a semi-fluid state. Allow the mixture to cool, stirring occasionally, and when cold form into suppositories by means of a pressure mold. If the mass upon cooling is too soft for use, it should be hardened by the addition of from 5 to 10 per cent of paraffin.

29. How much cocoa butter would you use to prepare one dozen rectal suppositories?

The U. S. P. requires that rectal suppositories made from cocoa butter should weigh about two grammes. Therefore to prepare one dozen such about 24 grammes should be used.

30. How would you prepare belladonna ointment?

By the following process:

Triturate 10 grammes of extract of belladonna leaves with 5 Cc. of diluted alcohol until a smooth mixture is obtained; with this incorporate 20 grammes of hydrous wool-fat;

then add 65 grammes of benzoated lard and mix thoroughly.

31. How would you make citrine ointment?

By the following process:

Heat 760 grammes of lard, free from water, in a capacious glass or porcelain vessel to a temperature of 105° C., then withdraw the heat and gradually add 70 grammes of nitric acid. When the reaction moderates, reapply the heat until effervescence ceases, and allow the mixture to cool to about 40° C. Having dissolved 70 grammes of mercury in 105 grammes of nitric acid, using sufficient heat to prevent the solution from crystallizing, add this solution to the lard mixture. When the mass begins to congeal, stir it thoroughly with a wooden spatula, until it is of a bright citrine color. Contact with metallic utensils should be avoided.

32. How many fluidounces in a pound of chloroform?

The specific gravity of chloroform is not below 1.476. As one fluidounce of water weighs 454.6 grains, one fluidounce of chloroform would weigh 454.6×1.476 or 671 grains. And as there are 7000 grains in an avoirdupois pound, one pound of chloroform would measure $7000/671$ or 10 fluidounces, 3 fluidrachms, and 27 minims.

33. How many fluidounces in a pound of peroxide of hydrogen?

The specific gravity of hydrogen peroxide is practically identical with that of water. One pound of it, therefore, would measure $7000/454.6$ or 15 fluidounces, 3 fluidrachms, and 11 minims.

34. How many fluidounces in a pound of ether?

The specific gravity of ether is not less than 0.716. One fluidounce, therefore, would weigh 454.6×0.716 or 325.5 grains. One pound would measure $7000/325.5$ or 21 fluidounces, 1 fluidrachm, and 34 minims.

35. How many fluidounces in one pound of glycerin?

The specific gravity of glycerin is not less than 1.246. One fluidounce, therefore, would weigh 454.6×1.246 or 566 minims. One pound would measure $7000/566$ or 12 fluidounces, 2 fluidrachms, and 56 minims.

36. How many fluidounces in a pound of castor oil?

The specific gravity of castor oil is from 0.945 to 0.965. Taking 0.955 as an average

would give 0.955×454.6 or 423.14 grains as the weight of one fluidounce. In one pound, therefore, there would be $7000/423.14$ or 16.543 fluidounces, which is equivalent to 16 fluidounces, 4 fluidrachms, and 20 minims.

37. Name the ingredients used in the manufacture of flexible collodion.

Collodion, Canada turpentine, and castor oil.

38. How is commercial sulphur obtained?

Commercially, sulphur occurs in four varieties, namely, that known as stick or roll sulphur; and sublimed, washed and precipitated sulphur.

Roll sulphur is prepared by heating crude sulphur obtained from various sources, allowing impurities to settle and pouring the fused sulphur into cylindrical molds, in which it is allowed to congeal.

Sublimed sulphur is obtained by vaporizing crude sulphur and passing the vapor into large stone or brick chambers, the temperature of which is not allowed to rise above 100° or 110° C. The sulphur is deposited in partly crystalline and partly amorphous particles known as flowers of sulphur. The two varieties can be separated from each other by treatment with carbon disulphide, which dissolves the crystalline but not the amorphous variety of sulphur.

Washed sulphur is prepared by digesting sublimed sulphur with diluted ammonia water. This treatment removes any sulphuric acid and arsenic sulphide present as ammonium sulphate, arsenite, and sulpharsenite. The mixture is subsequently strained, and the resulting purified sulphur is washed with cold water to remove excess of ammonia; it is finally dried thoroughly with the aid of moderate heat, so as to prevent oxidation.

Precipitated sulphur is made from sublimed sulphur by first uniting this to an alkali and then decomposing the resulting compound with an acid.

39. Convert 23° F. to its equivalent in Centigrade scale.

To convert Fahrenheit into Centigrade the following rule may be used: Subtract 32 and divide by 1.8.

Therefore, $23 - 32$ divided by $1.8 = -9$ divided by 1.8 or -5 . Answer -5° centigrade.

40. Name five official syrups.

Syrup, syrup of citric acid, syrup of almond, syrup of orange flowers, and syrup of ipecac.

41. Briefly describe the methods used in preparing two syrups.

Syrup of almond is prepared by mixing together 10 Cc. of spirit of bitter almond and 100 Cc. of orange-flower water with sufficient syrup to make a volume of 1000 Cc.

Syrup of orange-flower water may be prepared as follows: dissolve 850 grammes of sugar in 450 Cc. of orange-flower water by agitation, without heat, add enough orange-flower water to make the product measure 1000 Cc., and mix thoroughly.

CHEMISTRY.

1. Give the chemical formula of each of the following: (a) calomel, (b) glycerin, (c) corrosive sublimate, (d) potassium cyanide, (e) sulphurous acid.

(a) HgCl_2 , (b) $\text{C}_3\text{H}_5(\text{OH})_3$, (c) HgCl_2 , (d) KCn , (e) H_2SO_3 .

2. Give the chemical formulas of (a) two ferric salts, (b) two ferrous salts.

(a) Ferric chloride, $\text{FeCl}_3 + 6\text{H}_2\text{O}$; ferric sulphate, $\text{Fe}_2(\text{SO}_4)_3$.

(b) Ferrous bromide, $\text{FeBr}_2 + 6\text{H}_2\text{O}$; ferrous sulphate, $\text{FeSO}_4 + 7\text{H}_2\text{O}$.

3. Give identification tests for acetates.

Solution of ferric chloride forms, with solutions of acetates, a red solution containing ferric acetate, which on boiling precipitates brownish-red, basic ferric acetate. The red solution is not decolorized by solution of mercuric chloride (distinction from thiocyanate), but is decolorized by strong acidulation with sulphuric acid or hydrochloric acid (distinction from thiocyanate and from meconate). The ferric acetate is precipitated by alkali hydroxides.

If acetic acid or an acetate be warmed with sulphuric acid and a little alcohol, the characteristic and pungent and fragrant odor of ethyl acetate or acetic ether is obtained.

4. What is the molecular weight of sulphuric acid? Show how the result is obtained.

The molecular weight of sulphuric acid (H_2SO_4) is the sum of the weights of the atoms contained in it. Thus, as the atomic weight of hydrogen is 1, of sulphur 31.83, and of oxygen 15.88, the molecular weight of sulphuric acid is 2×1 plus 31.83 plus 4×15.88 , or 97.35.

(To be continued.)

LETTERS

ONCE AGAIN—QUININE AND ASPIRIN.

To the Editors:

On page 249 of the June BULLETIN, J. F. Smith, of Bishopville, S. C., says that in practice, at least, he can't agree with the statement that a combination of quinine and aspirin is incompatible. My experience with the mixture leads me to reach the same conclusion.

I have two physicians who frequently prescribe capsules containing 3 grains of quinine sulphate with 2 grains of aspirin, and also capsules containing $2\frac{1}{2}$ grains of each of the substances. I have filled at least one thousand such prescriptions.

Some time ago I conferred with the local physicians in regard to the alleged incompatibility; each of them claimed that he had obtained good results from the mixture and had never seen any harm resulting from its administration.

I believe that fully 90 per cent of the druggists throughout this part of the country have filled numbers of prescriptions calling for quinine and aspirin in combination.

Natalbany, La.

B. F. HERMAN.

WHAT MR. SCOVILLE HAS TO SAY.

To the Editors:

The foregoing communication from Mr. Herman has been referred to me, and I wish to state the following facts:

When quinine is brought into contact with *organic* acids it is slowly (at ordinary temperatures) isomerized into quinotoxin (also known as quinicin), which is poisonous. The presence of free *mineral* acids prevents this change. If the mixture is heated, the quinine isomerizes rapidly and is completely changed within 24 hours. At temperatures below 100° C. the change proceeds more slowly, and appears to be in ratio to the temperature.

Quinotoxin has none of the usual therapeutic effects of quinine, but acts something like digitoxin, producing first nausea and skin rashes, and in toxic doses death by convulsions.

When quinine sulphate and aspirin are brought together in dry form (as in capsules, powders or tablets) the change is very slow. The water of crystallization in the quinine sul-

phate slowly splits up the aspirin into acetic and salicylic acids, and these act upon the quinine to form quinotoxin. In liquid mixtures, where the aspirin is hydrolyzed rapidly, the change into quinotoxin will proceed more rapidly.

Ordinarily when combinations of quinine sulphate and aspirin are prescribed, the mixture is freshly prepared and is all taken by the patient before any material amount of quinotoxin is formed. In a normal stomach, also, the normal secretion of hydrochloric acid will probably prevent its formation within the body. Hence under ordinary conditions there is little or no trouble from the combination.

But there is considerable evidence (as testified to by reputable Detroit pharmacists) that rash and nausea may follow the administration of this combination, which are frequently regarded as peculiar symptoms of the disease, because physicians do not understand the formation or action of quinotoxin. Combinations of quinine with organic acids other than those present in aspirin will also cause nausea, skin rash, and general discomfort.

I have read of but one death which may have been due to quinotoxin—that of a woman in Richmond, Va., about a year ago, whose death from convulsions puzzled her physicians, and who had been taking quinine and aspirin for a number of days.

Doubtless in the large majority of cases no quinotoxin is formed before administration or in the body, and hence no ill results follow. But there is plenty of evidence that ill results do follow in some cases, and that quinotoxin may be formed within the body in such combinations and cause minor symptoms which are likely to be attributed to "the progress of the disease."

WILBUR L. SCOVILLE.

Detroit, Mich.

MORE BLUE SKY.

To the Editors:

I think I can tell a Blue Sky story equal to any of them, even if it is too late for a prize.

For over 50 years I have been a successful druggist. Have been atop of the heap three times. Five years before the California boom, my younger brother went out there and paid \$100 an acre for an unimproved ten-acre ranch. My old father asked him what he expected to raise on unimproved land at \$100 an

acre, when he could buy the best improved farm in Sturgis township at \$50. He replied that he expected to raise the price of his land.

One year later another brother went west and bought ten acres at \$150 an acre and set it out to orange trees. Before five years were up both these brothers sold out, realizing \$1000 for every \$100 invested.

City lots in Los Angeles were sold at enormous profits—rebought and resold at a profit three times.

These facts made me ambitious, so I sold out a good drug business, sent \$2000 to my brother for investment, and he bought me two lots in Los Angeles for \$2500. When I got there a month later with \$500 in my pocket it took it all to pay for the lots. Then they were assessed \$100 for street grading.

I went to the bank and borrowed money and bought another lot, and sold it next day at \$100 profit—and paid the assessment on my city lots!

Being desirous of improving a ranch as my brothers had done, I found a desirable five acres with a good water right at \$150 an acre. I was shown my corner stakes and head ditch for irrigation, and all with a clear title, so I closed a bargain and borrowed \$500 of my brother for a first payment, taking a contract for a deed, and giving my brother a mortgage on my Los Angeles lots. The man I bought of was an invalid.

Proceeding to lay off and stake my ground for trees, I turned on the water to stop the gopher holes in my head ditch. I hadn't worked an hour when along came a man who wanted to know by what right I had opened the main ditch to get my water. I showed him my water right, and was informed that it was all right, only it lay across the river in another company!

My land was worthless without the water.

I went to the man from whom I had made the purchase and demanded my money back. He was then on the verge of the grave, and it was like setting the day for his funeral to crowd things. His wife almost went into hysterics. I waited for him to get better, but he died the next day, and his estate went to probate.

Later I was called back to Michigan on urgent business, and left my contract with my brother. Still later he wrote me that they had had a flood in the canyon above my land and

that it was buried under six feet of sand. I let the contract go by default.

Meanwhile the boom had "busted" and the bottom had fallen out of Los Angeles lots; and when my \$500 mortgage to my brother amounted to \$1200 at 12 per cent (California interest rates were high at that time) I deeded the lots to him, and he held them until they sold for \$800.

My whole investment of \$2600 turned to blue sky, although it looked all right at the start. My brother lost \$400 interest money.

Still later the California oil fields encroached on the city limits until whole blocks of fine residences were rendered valueless by oil vapors and soot. My lots were within a few hundred feet of a flowing well.

I have also duplicated your Ohio Druggist's experience. I hold some Telepost stock. I was offered \$1.00 for my elegant "steal" engravings.

ANOTHER MICHIGAN DRUGGIST.

O. M. HICKS AGAIN.

To the Editors:

Now a word about the Harrison Law. Frankly, I don't like it—the law; and I'm not an addict, either.

Fine thing for the drug journals and the associations, though. It gives them an issue; something to work on.

I don't know all there is to be known about the Harrison law; nobody does. But I do know this: it wasn't put over on the square.

We have laws which make it a misdemeanor to obtain money under false pretenses. Moral law, which is (or ought to be) higher than statute law, is unalterably opposed to double-dealing and deceitful practices. What shall we say, then, about a law that pretends to be one thing and obtains another?

I don't often do such things, for it isn't good for my digestion, but I read in full the Supreme Court decision that caused so much uncertainty a month or two ago; the one that holds that possession of narcotics does not draw a term in the workhouse, or worse; and in that bunch of words I found this sentence: "Congress gave it [the Harrison law] the appearance of a taxing measure in order to give it a coating of constitutionality, but it really was a police measure that strained all the powers of the legislature," etc.

The Harrison act is, then, a police measure in the disguise of a tax law. A clever lawyer's trick, no doubt, but—well, but.

To obtain a moral end the promoters of our national anti-narcotic law asked Congress to commit an immoral act, and Congress did it.

All of which may be a good example to set before the rising generation. And then, again, it may not be.

OLD MAN HICKS.

"BETWEEN FRIENDS."

To the Editors:

I have often felt inclined to drop you a line, just as between friends. That is how I feel towards you, from reading your journal, which I have enjoyed for about five years now. You seem to take a human interest in the little affairs of your readers as well as in the more scientific side of their business, and I like that.

You try, also, in every issue, to teach us to get a strong hold on the idea that pharmacy is a commercial business wherein a living is to be made (and a good one) by the fellow who buys right, advertises right, and sells right. And I like that, too.

Many drug journals have come my way in my travels (I am a native of the north of Scotland, qualified in Edinburgh, had experience in the East, and now have settled in Australia), but in all sincerity I wish to let you know that the BULLETIN has been of more real use to me in my business than any other. To illustrate, right now I contemplate putting an idea, culled from your journal, into practice in a week or two.

WM. B. REID.

Moonee Ponds, Victoria, Australia.

Note.—Our Australian friend enclosed with his letter a specimen of a hand-bill he recently distributed, and we are reproducing a part of it:

REID'S LITTLE LIVER PILLS.

They're little, but they're just the thing;

Take one to-night, my hearty,
And in the morning you will find

You're quite another party.

You'll laugh and shout, and skip with joy,

You'll feel so bright and breezy;

You'll eat and sleep and work so well,

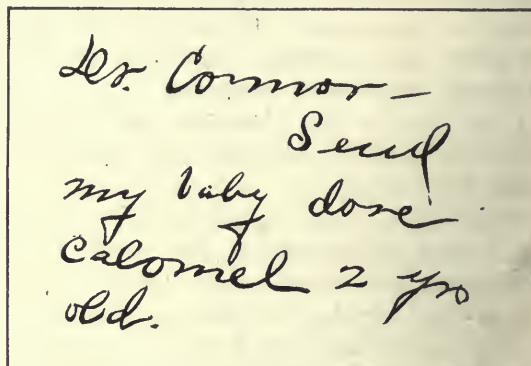
That living will be easy.

WM. B. REID, CHEMIST AND OPTICIAN.

SOMEWHAT MIXED!

To the Editors:

I enclose an order for calomel that struck me as being very unique. You may possibly



Dr. Connor -
Send
my baby dose
of
calomel 2 yrs
old.

desire to publish it for the entertainment of your readers.

R. J. CONNER.

Stuart, Va.

WHAT PRICE?

To the Editors:

Here is a prescription which was handed us for compounding a short time ago:

Fluidextract of hydrastis.....1 fluidounce.

Fluidextract of viburnum.....1 fluidounce.

Fluidextract of ergot.....1 fluidounce.

Directions: teaspoonful in water 3 or 4 times a day as instructed.

I would like very much to have BULLETIN readers tell what price they would charge for such a mixture.

H. G. DAVIS.

Athens, Ala.

[Will not some of our prescribers who meet such problems every day furnish us with price expressions? —THE EDITORS.]

I can't say too much in behalf of your magazine and do it justice. I find many interesting articles along with many valuable ideas as to how to conduct a drug business in a profitable manner, and I think every one engaged in the business should be a subscriber.

Jacksonville, Tex.

E. M. SHOEMAKER.

I have in the past been a subscriber to three other drug journals, but have found the BULLETIN OF PHARMACY so complete in every detail I have dropped all other drug mediums.

Westfield, N. Y.

LOUIS G. FIRMAN.

BUSINESS HINTS

A Patriotic Window.—

Patriotic window displays are much in evidence during the early part of July, but J. J. McGinity, Baltimore, Maryland, installed one in June.



The flags were very artistically arranged and constituted an attractive center-piece. The product shown in the window was Germicidal Soap.

Good Clerks and Poor Ones.—

That there are too many so-called clerks in retail stores to-day who labor under the impression that they are earning their salaries by merely selling merchandise, is the opinion of a writer in *Notions and Fancy Goods*. They are inclined to feel that they are being imposed upon when asked to do anything more than that.

A clerk should, of course, be, first and last, a salesman, but he should be the kind of a salesman who feels that he has an interest in the business—is a partner in its fortunes or reverses. Selling is only one part of what he is really paid for.

There is no employer in the country who does not appreciate his clerk taking a personal interest in the furtherance of his business. Suggestions are always appreciated, whether they are actually followed out or not. To illustrate: a certain dealer overheard one of his clerks explaining to a customer the technical manufacture of a certain article and thereby making clear the reason for what seemed to her too high a price. The customer was impressed, and, after the purchase was complete, the dealer called the clerk to him and asked:

"Where did you get all that information? I couldn't have stated the facts as clearly myself. Where did you learn all those facts?"

"Why, sir," responded the clerk, "I read the trade journals as they come in and get considerable helpful information out of them. They enable me to talk with more authority than I otherwise would be justified in doing."

That clerk still works for the same merchant, but he is getting a higher salary now because his employer knows that he is paying for brains and not a mere gift of gab.

After a Fire.—

Probably not many BULLETIN readers will ever meet with the misfortune of having their stocks destroyed by fire. In the event of such an unforeseen accident, however, it would be well to follow the example set by Murgittroyd's, of Spokane, Washington. The Murgittroyd Pharmacy suffered a disastrous fire on May 16, but within a few days sent the following letter to all physicians whose prescription wants were ordinarily attended to by the store:

DEAR DOCTOR:

Our fine prescription department with its entire contents was a total loss, with the exception of our prescription files. These, though damaged by smoke, heat, and water, are legible in most instances.

We have built a new prescription department, fully equipped and stocked with an absolutely new and fresh line of chemicals, pharmaceuticals, and biologicals. This new department is located in the Old National Bank Building.

Phones Main 54 and 47, direct lines to this store, are in working order, and we can supply any of your specifications either on prescription or for your office use.

We want to express to our physician patrons our sincere appreciation of their loyalty at this time. Through their splendid coöperation we have enjoyed a fine prescription business since the fire. New goods are arriving every day by freight, express, and mail. Please tell your patients we can give them the same service as before.

Again thanking you for your most kind coöperation, we remain,

Very sincerely yours.

MURGITTROYD'S.

Several pictures, taken while the Murgittroyd store was burning, were shown on page 266 of the July BULLETIN.

Rainy Days and the Telephone.—

A. Mortimer, of Harrogate, England, and an occasional contributor to the BULLETIN, evidently does not believe in letting rainy days mean dull business. To keep trade up to its normal point on those days he attaches a sticker, the reproduction of which is shown



herewith, to every package which leaves his store either in pleasant or stormy weather.

It will be noticed that on the sticker Mr. Mortimer mentions his former connection with Allen & Hanbury, one of the best known firms of pharmacists in London.

THE SODA FOUNTAIN.

FRESH FRUIT FORMULAS.

CALIFORNIA SPECIAL.

On a small platter put two No. 16 cones of vanilla ice cream. Over one pour a ladle of fresh crushed cherries, over the other a ladle of fresh pineapple. Between the cones put a ladle of whipped cream, sprinkle with nut meats and drop a cherry on top.

FRESH PEACH ICE CREAM.

This should be added to the list of frozen dainties at every fountain that handles fancy ice creams, as it is always very popular. Peaches also make a good shortcake. Sliced peaches sprinkled with sugar and covered with cream can be sold at the fountain. A very nice service is to fill a fancy stem glass two-thirds full with sliced peach, sweetened just enough to eat and ice cold, and then fill the glass with whipped cream.

PINEAPPLE DAINTY.

Put a No. 10 mound of vanilla ice cream in a sundae cup and pour over it a ladle of fresh crushed pineapple. Put a No. 20 cone of pineapple water ice on top of the mound and top it with a red cherry.

LOGANBERRY DELIGHT.

Peel an orange, cut a thin slice and place it in the sundae cup. On this put a No. 10 cone of vanilla ice cream and pour over it a ladle of crushed loganberries, sprinkle with chopped nut meats, and top with whipped cream and a cherry.

PORTLAND DELIGHT.

On a fancy six-inch plate place a square of nut cake about half an inch thick. On this place a No. 10 mound of vanilla ice cream and pour over it a ladle of fresh crushed loganberries and sprinkle well with chopped nut meats. Put a No. 20 cone of orange water ice on top of the mound and top with a cherry.

CHERRY ROYAL SUNDAE.

Put a No. 16 cone of vanilla ice cream in a champagne glass. Around the base of the cone put a circle of fresh cherries (pitted) and pour a little of the crushed fruit over the cone and top with whipped cream and a red cherry.

CUBA PARFAIT.

Use an 8-ounce concave glass for best results. Start by putting a layer of pineapple cubes in the bottom of the glass, then one small disher strawberry ice cream; flatten this even with a spoon; now place a layer of sliced peaches on this; again one small disher of vanilla ice cream; now sprinkle some pecans on top and dress with a dash of whipped cream and cherry.

ANGEL PARFAIT.

Start in the same way; use first one layer of strawberry; one small disher of vanilla ice cream, flatten; one layer of crushed orange; one small disher of New York or vanilla; sprinkle ground nuts on top; dress with whipped cream and serve.

PEACH DAISY.

Put a No. 10 mound of peach or vanilla ice cream in a champagne glass and cover with crushed peaches. Place half a fresh peach on top of the ice cream. With a teaspoon put little dabs of whipped cream at regular intervals around the edge of the dish.

PEACH SPECIAL.

Cut up a nice fresh peach into a fruit nappy and cover with sweet cream and put a No. 10 cone of peach ice cream in the center. It takes a little time to prepare a sundae in this way, but it is very nice; however, previously prepared peaches can be used.

CREAMED ORANGE.

Into a 12-ounce glass containing a sufficient quantity of shaved ice put 1½ ounces of vanilla syrup, 1 or 2 tablespoonfuls of orange pulp, and 1 ounce of whipped cream. Fill the glass with carbonated water, fine stream.

RASPBERRY BON-BON.

Fill a fancy stem glass one-third full with raspberry water ice, fill the next third with vanilla ice cream or put a No. 16 cone of it in the glass; over this pour a ladle of crushed raspberries and fill the glass with whipped cream, dropping a few whole berries on top.

RASPBERRY NUT SPONGE.

On a fancy plate place a square cut of sponge cake; on this put a No. 10 cone of vanilla ice cream. Over this pour a ladle of fresh crushed raspberries, then a ladle of whipped cream and a generous sprinkling of chopped nut meats.

RASPBERRY CANTALOUPE GLACE.

This is prepared by putting a portion of raspberry water ice into a portion of cantaloupe, and it makes a fine combination. Pineapple and orange cantaloupe glace are also excellent. Some like them with a little crushed fruit added.

HAWAIIAN BLACK CAP.

Place a slice of Hawaiian pineapple in a fruit nappy and place a No. 10 cone of vanilla ice cream on it and pour over it a ladle of fresh crushed blackberries, then a little crushed pineapple. Cap the cone with whipped cream and put a big blackberry on top.

BLACKBERRY SUNDAE A LA TOURAINE.

Drop a No. 10 cone of vanilla ice cream in a fancy stem glass, apex down, and pour over it a ladle of fresh crushed blackberries, then nearly fill the glass with whipped cream. Drop fresh blackberries into the cream one at a time until the top is well covered. This is a tasteful combination and will bring 15 cents easily and costs but little more than the ordinary sundae.

MOVIE SODAS.

Soda fountain owners should not be backward in availing themselves of one of the strongest forces of modern times—the motion picture. It is a poor town that does not contain at least one photoplay theatre, and in most towns they are as plentiful as soda fountains—one on every few blocks.

"The proportion of motion picture goes in this country is one to every five inhabitants," says Ernest A. Dench in the *International Confectioner*, "and however it may work out in your town, it is certain that many men, women and children spend their evenings at the motion picture show. After they have seen the performance through, they are in the right mood to pay a visit to a soda fountain. Do you make any efforts to attract their patronage? Maybe you don't, so let me suggest how you can accomplish this.

"Why not introduce a Lillian Walker sundae; an Edward Earle frappe, or Charlie Chaplin soda? The name goes a long way, but if you can make the concoction distinctive it is an added attraction. Lillian Walker, for instance, is famed far and wide for her dimples, which are not without their publicity possibilities.

"Do not adhere to any one particular player for too long a period, for each fan has his or her favorite. If you will make, say, a daily or even weekly change, you will eventually cover them all.

"Obviously the most effective advertising medium is the motion picture theatre. If the exhibitor rents out his screen to local retailers you should arrange to have a slide shown. Failing this, an advertisement in the house organ or program should produce the desired results.

"In regard to the well-known brands of photoplays, I know of one confectioner who invented the Triangle sundae. This comprised a mixture of vanilla and dark chocolate ice cream, over which was placed a confection triangle, the work of a local baker. On the top of this were three cherries and three green candied plums. This stunt was pulled off in coöperation with a local photoplay exhibitor, who was as satisfied with the extra business secured as was the confectioner.

"Triangle is only one brand of popular photoplays with advertising possibilities. Others are Paramount, Red Feather, Blue Bird, Metro, World, Mutual, Universal, Gold Rooster, Beauty, Biograph, Kalem, Vitagraph, Edison, Essanay, Selig, Lubin and Thanhouser.

"It may be argued that this is giving the film manufacturer free publicity, but it does not sell him any more prints, for the exhibitor, as a rule, contracts for all the productions released under a certain banner."

STRAY SHOTS AT SODA FOUNTAIN CONDUCT.

By FRANCIS FRAWLEY, BANGOR, MAINE.

At least 90 per cent of our customers are women; 75 per cent of them purchase 10-cent drinks. Most men purchase 5-cent drinks. Which is the class to pull for?

A tremendous lot of our general business is done over the fountain, *i.e.*, customers asking for a special article by name, and paying for it when they finish their drink. Isn't it helping swell the general business total all the time?

We never feature any 5-cent drink unless it has a great demand, preferring to concentrate all our energies on ten-cent numbers, because that extra nickel is mighty good.

In a lot of drug stores the fountains run as a necessary evil; why not wake up and run the drug department as the necessary evil. There's more money in the soda fountain.

Is there any department in a drug store that turns its stock so many times a year as a soda fountain? This stock-turning stuff is the keystone of modern merchandising.

We are never satisfied that our fountain is as successful as it should be. We are only satisfied that we are doing as well as we can at present, and know that the future will show us how to do better.

Don't ever believe any one when he tells you that his is a poor soda town. There is something the matter with his fountain.

We try to be just as courteous to the stranger on circus day as to our regular customers. He may come to live in our town some day.

Too much friendship between the dispenser and some customers is detrimental to the success of the store. The only true friendship in business is where the customer receives ample value in quality and service for the equivalent in money.

There never was a soda fountain yet that was as clean and satisfactory as it should be. Fountain work is never done.

Try to look at your fountain from the customer's standpoint. Try to see why he likes the other fellow's place better, then go the other fellow one better.

And lastly, just breathe prosperity, for it's a clean, honorable business in which you give the best you know how in order to be successful.

FOR THE HOTTER DAYS.

GINGER ALE COBBLER.

Into a 12-ounce glass squeeze the juice of one lime, and to it add 1½ ounces of ginger ale syrup and ½ ounce pineapple syrup. Put in about one-third glassful of finely shaved ice and fill the glass with carbonated water. Mix and decorate with a slice of pineapple and a maraschino cherry.

LEMON ICE.

Sugar1 lb.
Water1 qt.
Lemon juice6 qts.

Boil the water and sugar from 15 to 20 minutes; add the lemon juice and let mixture cool; then freeze.

LIME FRUIT AND GINGER.

This may be prepared as a syrup by adding 8 ounces of lime juice to one gallon of ginger syrup, or you can serve it by adding the lime juice when serving. Serve solid and in 8-ounce glass.

LEMON FIZZ.

Fill a 12-ounce tumbler half full of seltzer water and squeeze into it the juice of a lemon. Into this stir a heaping teaspoonful of powdered sugar and serve while it is effervescing.

PINEAPPLE FRAPPE.

Crushed pineapple2 fluidounces.
Solution, acid phosphate.....1 fluidrachm.
Ice, cracked or shaved.....½ glassful.

Mix in a 12-ounce glass, fill glass with carbonated water, stir with spoon, and strain into an 8-ounce glass.

'ERE'S 'OW.

Essence of ginger, soluble.....2 fluidounces.
Pineapple juice2 fluidounces.
Citric acid, solution.....2 fluidrachms.
Soda syrup24 fluidounces.

Serve "still" in an 8-ounce glass like a phosphate.

RASPBERRY GAYETY.

Raspberry syrup.....1½ fluidounces.
Raspberry vinegar½ fluidounce.
Ice, cracked or shaved.....¼ glassful.

Mix in a 12-ounce glass; almost fill the glass with the coarse stream of carbonated water, and "finish" with the fine stream. Serve with straws.

Raspberry syrup¾ fluidounce.
Orange syrup1¼ fluidounces.
Tincture gingerdash.
Acid phosphate, solution.....dash.

Mix in a 12-ounce glass, using shaved ice and the coarse stream of carbonated water. Serve with straws.

FORMOSA FRAPPE.

Sugar¾ pound.
Formosa tea, strong, infusion.....1½ cupfuls.
Cream1 quart.

Mix and freeze. Serve in frappe glasses.

THIRST QUENCHER.

Into an 8-ounce glass draw 1½ ounces of lemon syrup, and ½ ounce of grape juice; add a dash of solution of acid phosphate, sufficient cracked ice, and fill with carbonated water.

FROSTED PINEAPPLE.

Into a 10-ounce glass half full of shaved ice put 1 teaspoonful of powdered sugar, add carbonated water, coarse stream, and strain into a small soda glass, adding a small amount of pineapple fruit.

FOR THE SUNDAE SPECIAL.

CHERRY-NUT FREEZE.

Place 50 or 60 red cherries in a piece of cheese-cloth and squeeze all of the syrup out of them. Stuff a hazelnut kernel in each cherry and place them in a bowl of white wine.

Use a small parfait glass, place a small scoop of cream in glass and then put four cherries around edge of cream so they can be seen through the glass. Fill with whipped cream and top with a cherry. Wafer on the side.

Use the stuffed cherries.

POND LILY SUNDAE.

Upon a 6-inch fancy plate place a wafer shell 2½ inches in diameter. In the bottom of the wafer shell place a thin layer of nuts. About the base form a perfect square with large-size Nabisco wafers and place on each 3 slices of bananas. In the shell place a No. 8 cone of vanilla ice cream and pour over it a small amount of wild cherry syrup. Top with a red cherry.

PINEAPPLE DREAM.

Take one small ladleful of ice cream; put in a sundae dish and pour on the ice cream one ladleful of crushed pineapple; put over this one teaspoonful of chopped pecans; top off with whipped cream and sprinkle powdered sweet chocolate over all.

DUAL-MONARCHY SUNDAE.

Place upon a split banana, on an oblong plate, two small portions of vanilla ice cream. Put candied cherries around the edge of the banana, about an inch apart, and between the inounds put a spoonful of chopped nut meats.

COCOANUT REFRESHER.

Place a small quantity of vanilla ice cream on a fancy plate and cover with 1½ ounces of coffee syrup mixed with shredded cocoanut. Dress with whipped cream, pitless whole dates, and maraschino cherries.

RAINBOW SUNDAE.

Into a fancy sundae dish, about 6 inches square, place a thin slice of angel-food cake and then a layer of brick ice cream containing three flavors—vanilla, chocolate, and strawberry. Over this use rainbow colored pineapple cubes. "A very attractive dish and much more delicious than it is attractive," says the author of the formula.

NORFOLK SPECIAL.

Put a No. 10 cone of vanilla ice cream into a champagne glass. On one side of the cone pour some crushed pineapple, on the other some crushed raspberry. Over the cone put a ladle of whipped cream; sprinkle with chopped nuts and decorate with a cherry.

PRACTICAL PHARMACY

Wool-fat Substitutes.—

In nearly all the European pharmaceutical papers, especially those of Sweden, Switzerland, and Holland, says the *Chemist and Druggist* of London, recipes are published for substances which can be used in the place of wool-fat, which is very scarce in all the countries that were in the habit of obtaining it from Germany. The stocks in Germany itself appear to be exhausted now.

The *Pharm. Zeitung* recommends as a wool-fat substitute a mixture of 3 per cent of stearinic anilide and 97 per cent of vaselin. It is also proposed to make use of Chinese wood-oil for this purpose. According to a German patent Chinese wood-oil can be converted into a solid fat by heating it to 300° C. for a short time. Three parts of this solid fat dissolved in 7 parts of ordinary liquid Chinese wood-oil by warming and then adding 3 parts of wax gives a product which is said to have exactly the same physical properties as lanolin.

Professor P. van der Wielen, in dealing with the matter in the *Pharmaceutisch Weekblad*, confesses that there is no really good substitute for wool-fat. Of many combinations that have been tried, he recommends as one of the best substitutes a mixture of 20 parts of white beeswax and 80 parts of fresh linseed oil, which absorbs about 170 parts of water. Other mixtures which answer the purpose fairly well are the following: (1) Linseed oil, 20 parts; white vaselin, 20 parts; and spermaceti, 5 parts. This absorbs about 100 per cent of water. (2) Yellow beeswax, 10 parts; wool-fat, 25 parts; Chesebrough vaselin, 45 parts; water, 25 parts. (3) Yellow beeswax, 15 parts; yellow Chesebrough vaselin, 60 parts; and water, 25 parts. Another recommendation is for a substance called "Cerolanum anhydricum," consisting of yellow beeswax 7 parts, wool-fat 15 parts, and white American vaselin 78 parts. Cerolanum is a mixture of 70 parts of cerolanum anhydricum and 30 parts of water. In the *Schweiz. Apoth. Zeitung* a correspondent prefers a mixture of yellow beeswax 3 parts, solid paraffin 7 parts, and yellow vaselin 90 parts.

Liquid Soaps to Withstand Cold.—

The majority of the liquid soaps met with on the market, either the ordinary potash soaps or those containing tar, have the great disadvantage that they become turbid when subjected to low temperatures, grow thick, and finally deposit, says the *Pharmaceutical Era*. Careful warming generally restores them to their proper condition, but this is not always possible or convenient before use.

The German Pharmacopœia directs the use of linseed oil in preparing *Liquor Cresoli Saponatus*, while for *Spiritus Saponatus* olive oil is employed. The former solution is stable in the cold, while the latter is not. If linseed oil were used for the spirit of soap, a perfect preparation would result. Rapeseed oil may be used in place of linseed. Olein, frequently made use of in preparing tar soaps, also solidifies in the cold. It may be replaced with advantage by linseed oil or oil of rapeseed. For liquid tar soaps it is better to use pure

birch tar, which is uniform in composition, in place of ordinary wood tar.

The following formula gives a tar soap which is completely soluble in water and quite stable in the cold: Birch tar 25, 35-per-cent solution of caustic potash 18, rapeseed oil 20, alcohol 25, and water 12 parts. Mix the tar with the alkali, then add the oil and saponify, and dissolve the soap mass in the alcohol.

Kerosene in Liniments.—

There are few pharmacists who do not have a favorite formula for a liniment, and generally such formulas call for a large proportion of alcohol. In many of these cases, possibly the majority of them, according to the *Journal of the N. A. R. D.*, the alcohol may profitably be entirely replaced with kerosene, not only producing a better preparation medicinally, but being much more economical as well. Kerosene seems to act best when the liniment is clear—that is, contains no insoluble or immiscible substances.

A most excellent formula for a kerosene liniment, which may be used internally as well as externally, is as follows:

Oil of sassafras.....	6 fluidounces.
Oil of cajuput.....	1 fluidounce.
Oil of eucalyptus.....	4 fluidounces.
Oil of clove.....	1 fluidounce.
Oil of cinnamon.....	2 fluidounces.
Oil of peppermint.....	½ fluidounce.
Oil of wintergreen.....	½ fluidounce.
Camphor	4 ounces.
Capsicum	4 ounces.
Kerosene, enough to make.....	1 gallon.

In this, the taste and odor of the kerosene is effectually masked.

To Cleanse Oil Bottles.—

According to the *Canadian Pharmaceutical Journal*, cleaning oil bottles (cod-liver oil bottles, for instance) is best done by using a mixture of 250 Cc. of liquid ammonia and a little crude oleic acid (about 10 grammes). As soon as an empty oil bottle is brought back to the pharmacy, the ammonia mixture is put into it and the bottle well shaken. Then the bottle is put aside till another empty oil bottle is returned. After once more agitating, the mixture is poured into the new bottle, in which it is kept in the same way till the next bottle arrives. The saponifying power increases as more oil is taken up. In case it becomes too viscous, more ammonia is added. Bottles that have been treated in this way need only to be rinsed with warm water and soap in order to be suitable for holding external preparations.

A Library Paste which Does Not Dry.—

Druggists who sell library paste in jars, or who use it for their own purposes, are often bothered because the paste dries out before the contents of the jar is completely used.

To prevent this drying out, Loren T. Ward, in *Popular Mechanics*, recommends the following procedure:

Break off a piece of glass tubing just long enough to reach to the bottom of the jar. In one end of this tubing place a wad of cotton and push the end containing the cotton down through the paste. In the open end pour a little water, which will gradually seep through, moistening the paste. The paste will be moist but not watery.

CAPSULES OF SCIENCE

Prepared by WILBUR L. SCOVILLE.

Research Receipts.—

Niagara Falls now produces 50,000 horsepower of used energy, and it is thought that this can be doubled without detracting from the scenic value of the Falls.

Potash has now become sufficiently valuable to induce the U. S. Geological Survey to call attention to its presence in some of the gold ores. This is turning potash to gold.

The chemical rays of light are not the most active factors in growth of plants, but the light rays. Yellow light induces growth more than blue light.

Intestinal putrefaction products are found to have a pronounced destructive action upon the blood, if absorbed, probably resulting in anemia.

Large doses of strophanthin do not usually affect the heart for several hours, but the influence upon the heart may continue for a month.

From a study of mixtures of chloral and camphor, an Italian chemist concludes that a true chemical compound is formed when a mixture of these liquefies.

It has been calculated that the lactic acid bacteria reproduces a complete generation each 21.5 minutes at the most rapid rate of growth. This is an indication of the rate of growth of bacteria in general under favorable circumstances.

Borodisalicylic is a new antiseptic which is claimed to be non-poisonous, and hence suitable for internal use, and is more strongly bactericidal than mixtures of boric and salicylic acids or their salts. It is easily soluble in water.

Methyl alcohol has an antiseptic action similar to that of ethyl alcohol, and like the latter it is most effective at a strength of 70 per cent. When mixed with formaldehyde it first decreases the disinfecting power of the latter, then increases it. For the latter action large proportions of methyl alcohol are necessary.

Certain species of spiders weave a web which has the luster and chemical properties of silk, and which may be used as a substitute for silk. This is being investigated as a basis for a new industry.

By heating fish oils with an excess of potassium hydroxide the odorous bodies are changed and the fats can be used in the finer grades of toilet soaps, in which the odor of the natural oil is objectionable.

Aspirin is formed into esters which are being used as fixing agents for perfumes and flavoring materials. The "rarity" of aspirin at the present time probably adds to the value as a fixing agent in perfumes.

Calcium filings are recommended as a dehydrating agent in preparing absolute alcohol. The calcium contains some nitride, usually, which forms ammonia with water, and this needs to be removed from the alcohol.

The oil of *Eucalyptus Globulus* is said to be gradually disappearing from the market, being replaced by other species of eucalyptus which yield more oil and contain a larger proportion of cineol. California oils need to be fractionated, with a loss of 15 to 30 per cent, in order to meet U. S. P. requirements.

Esters of borneol are proposed as substitutes for valerian, such as bornyl valerate, known as *Bornyval*; bornyl bromovalerate, known as *Valissane*; and bornyl bromocinnamate, known as *Adamom*. These all have a tonic and sedative action similar to that of valerian.

The kelp beds of British Columbia are reported to be capable of furnishing each year 235,000 tons of potash and 900 tons of iodine.

Alcohol is formed in plants when the growth is retarded by either high or low temperatures, or by the presence of organic substances which hinder growth. Under extreme circumstances the formation of alcohol resembles the process of fermentation.

Pancreatic juice changes starch to dextrin and maltose, but when a trace of hydrochloric acid is present the change produces dextrose also. The acid is thought to increase the power of the enzyme in pancreaticin.

Alkaloids are thought to be formed in plants by a union of protein decomposition products with formaldehyde, the latter being formed in the green parts of the plants. Certain alkaloid bases can be formed in this way.

The Pathos of Pathogenic.—

While acids generally inhibit the growth of pathogenic germs, yet when the germs and acids increase together the germs acquire a tolerance for the acid which may become quite strong. In milk the more slowly it sours, the greater is the danger of pathogenic contamination. Buttermilk prepared by souring the lactic bacteria is safer than buttermilk made by natural development of the same bacteria.

About Mixing Milks.—

Dr. W. M. Clark says that because of its greater concentration in proteids and salts, cow's milk has a greater capacity for neutralizing added acid or alkali than has human milk. When lime water is added to cow's milk the effect on enzyme action is slight, but he considers that the use of milk of magnesia for this purpose is dangerous because likely to interfere with the action of the digestive juices.

To Dye Not to Die.—

The epithelizing action of scarlet red is found to be a property common to the dyes of the aminoazobenzene and aminoazotoluene series. The benzene derivatives are more active than the toluene, and the lower members of the series are more active than the higher. The most active compound is stated to be chrysoidine, and the next aniline yellow. For practical purposes aqueous solutions are preferred, since these dyes combine with fats in part, and become fixed.

Purity vs. Economy.—

The war is leading the European countries to look with more tolerance upon the "adulteration" of soaps. The scarcity and high cost of fats has caused more rosin, sugars, naphtha, carbon tetrachloride, or other materials to be used, and some of these are found not to detract from the "service value" of a soap. The lathering power and detergent action of a soap are considered to be of more value in judging a soap than a chemical analysis. The war is teaching the difference between practical utility and chemical "purity."

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

A Greaseless Cream and a Massage Cream.

R. D. writes: "Will you please print a formula for a greaseless vanishing cream and one for a massage cream or skin food?"

We have published on several occasions formulas for greaseless or vanishing creams. Here is a typical preparation, of which the author says:

"Physically it is a most beautiful preparation, having a satiny finish and luster that cannot be duplicated by any other method. It will stand up longer with less loss of water than any other cream on the market. To the consumer it has none of the disagreeable medicinal features so common among these creams, such as irritating or greasing the skin.

"In the beginning forgive me if I impress upon you the necessity of following the *modus operandi* to the letter. One of the first steps in this operation is the use of a granite-ware kettle of from 6 to 8 gallons in capacity for making the quantity contained in this formula. Weigh out accurately:

3 pounds of stearic acid.
24 ounces, av., of powdered borax.
1¾ ounces, av., of monohydrated carbonate of soda.
1½ pounds of glycerin.
18 pounds of distilled water.
Perfume to suit, q. s.

Weigh the water, glycerin, borax, and soda into a suitable vessel and cause solution by heating on a water or steam bath. When heated to the boiling point of the water-bath, gradually add the stearic acid, which has been previously granulated, stirring constantly all the time during the operation.

"Boiling distilled water should be added from time to time during the process to make up the loss by evaporation. The operator can gauge the hardness or softness of the cream according to the amount of water used in the process. Less water will stiffen the cream; more water will soften it. Under no circumstances should cold water be added to the cream during the process, and under no conditions should either hot or cold water be used after the cream has set."

A massage cream that is said to be a popular seller may be made as follows:

White wax 3 avoirdupois ounces.
Paraffin ½ avoirdupois ounce.
Anhydrous wool-fat..... ¼ avoirdupois ounce.
Cocoa butter ¼ avoirdupois ounce
Liquid petrolatum colorless..... 8 fluidounces.
Borax ⅛ avoirdupois ounce.
Distilled water 4 fluidounces.
Oil of rose, synthetic..... enough.
Oil of bitter almond..... a trace.

Color pink with Oil Red "S," which should be dissolved in

the melted fats before adding the water containing the borax in solution.

"Oil Red 'S'" is a coloring agent which may be obtained from any of the larger wholesalers or from dealers in dyes.

Formulas for Ices.

A. A. P. writes: "Please supply me with a formula for making ices or sherbets."

LEMON SHERBET.

A most delicious lemon sherbet may be made as follows:

Water 4 qts.
Lemons 10.
Granulated sugar 4½ lbs.

Grate half the lemons, squeeze and put rind of these lemons and the juice of all the lemons together with half the water and all the sugar into a pan. Set the pan on the fire and stir until the sugar is dissolved and the mixture becomes quite warm. Then remove and add the remaining two quarts of water. Strain and pack in freezer. If more tartness is desired, add a solution of citric acid, to suit the taste. Then freeze as usual with sherbet.

BRYAN SHERBET.

Grape juice 1 qt.
Sugar ½ lb.
Juice of oranges..... 6.

Sweeten the grape juice to taste; add the sugar to the orange juice; stir until sugar is dissolved; mix together and freeze slowly. Beat the white of an egg, adding a tablespoonful of powdered sugar and stir into the sherbet. Repack and set aside for two hours. Serve in sherbet cups.

MARASCHINO SHERBET.

Maraschino cherries ½ gal.
Concentrated cherry syrup..... 1 pt.
Granulated sugar 7 lbs.
Whites of eggs..... 2.
Spring water 5 gals.

Mix, stir, color red, and freeze. When serving, top each glass with a cherry.

CHERRY ICE.

Cherry juice 20 ozs
Simple syrup 44 ozs.
Water 60 ozs.
Lemon juice 1 oz.

Color, if desired. Mix and freeze.

Sherbets, when properly prepared, have the firm consistency of ice cream.

Pricing Four Dozen Powders.

C. L. R. writes: "Here is a copy of a prescription received some time ago:

Potassium citrate 1 apothecaries' ounce
Divide into 48 powders or capsules.
Sig.: One after meals and at bedtime.

"When I bought it the potassium citrate cost 58 cents a pound. How much should the prescription bring at the present price of the salt, and how much would I have been justified in charging, basing my cost on the before-the-war price? My charge was 50 cents, but a competitor wanted 75 cents."

According to an investigation conducted last fall in the city of Detroit it was found that the average price charged for a dozen powders, if not containing expensive ingredients, was about 40 cents. For capsules, 50 cents a dozen was the popular charge. Your price of

12½ cents a dozen, therefore, seems to be rather low, particularly in view of the present price of potassium citrate (about \$2.00 a pound).

However, in our opinion, arbitrary schedules for pricing prescriptions should not be followed. The sensible method is to base the price on the cost of the ingredients and the time consumed in compounding. The Evans method, which is the one advocated by the BULLETIN, is to double the cost of the ingredients and to charge a dollar an hour for the time spent in filling the prescription.

If you wish to obtain a fair recompense for your professional services, we advise you to adopt the Evans method and forget the antediluvian schedules which were in effect when drugs, chemicals, and clerk hire were less expensive than they are now. And, above all, base your calculations on the price it would cost you to replace the ingredients—not on what you may have paid for them.

Low-priced Disinfectants.

C. I. writes: "I desire a formula for a disinfectant that I can sell for about \$2.00 a gallon and double my money by so doing. Can you supply the formula?"

Here is a formula for an economical disinfectant which has appeared in previous issues of the BULLETIN:

Linseed oil	2 parts.
Crude carbolic acid.....	1 part.
Liquor cresolis comp.....	1 part.

This gives a product varying in content of cresylic acid from 15 to 20 per cent, depending on the strength of the carbolic acid. It mixes with water, yielding a milky solution.

A saponified coal-tar disinfectant of the resin soap type may be made as follows:

To carry out the manufacturing process 5½ pounds of caustic soda are put in a kettle, about 19 gallons of common water added, and these are from time to time stirred until solution results. The kettle containing the caustic soda solution is put on a small fire, heated, and 30 pounds of rosin added in small quantities; the heating and boiling is continued until all the rosin is dissolved. It will take about two hours until a clear rosin soap, weighing about 45½ pounds, is obtained. The rosin soap, while still hot, is at once strained through cheese-cloth into another container, and 60 pounds of creosote oil containing 20 to 25 per cent of cresols is added and thoroughly mixed. One thus obtains saponified coal-tar creosote. After it has been strained again through cheese-cloth, if necessary, it is ready for use.

Where a simple deodorant and antiseptic for common domestic use is desired an inexpensive product may be made by using the formula for compound solution of zinc and iron which appears on page 101 of the third edition of the National Formulary.

Color and Flavor for Liquid Petrolatum.

J. L. B. writes: "I am desirous of preparing a laxative of liquid petrolatum and wish to give it some suitable color, preferably red. I also wish to impart an agreeable flavor. How shall I proceed?"

As we have stated several times before in these columns, dyes which are known in the trade as "oil-soluble" are the best ones to use. For a red color use Oil Red "S," which may be obtained from any of the

larger wholesalers or from dealers in dyes. If the color fails to be readily soluble in the liquid petrolatum, first dissolve it in a small amount of some fixed oil.

Alkanet may also be used to impart a red color.

There are on the market several preparations of liquid petrolatum which are given imitation fruit flavors, such as raspberry, strawberry, pineapple, etc., by means of synthetic flavoring oils. Such preparations, however, are not to be recommended as the synthetics produce flavors that only distantly resemble the natural fruits.

It is better to use some natural oil, which will render the petrolatum more palatable. Either oil of peppermint, redistilled, or oil of Ceylon cinnamon is good. Methyl salicylate is a synthetic flavor which is particularly suitable.

Quinine in Chocolate Syrup.

B. E. O. writes: "I would like a formula for a chocolate-flavored syrup containing two grains of quinine to the fluidrachm."

To insure the even suspension of the quinine throughout the mixture, the syrup used must be thicker than the ordinary soda-fountain product. Such a mixture may be made as follows:

Quinine alkaloid	256 grains.
Powdered acacia	120 grains.
Powdered tragacanth	60 grains.
Powdered cocoa	4 drachms.
Glycerin	4 fluidounces.
Syrup	8 fluidounces.
Tincture of vanilla.....	1 fluidrachm.
Water, enough to make.....	1 pint.

Boil the cocoa with three fluidounces of water until a uniform mixture results, and, after cooling, stir in the tincture of vanilla. Next rub up the acacia and tragacanth with the glycerin to form a smooth paste. To this mixture add the syrup, with which the quinine has previously been incorporated. Finally combine the two mixtures and add enough water to make the whole measure one pint.

If the finished preparation is to be kept for a considerable length of time, it may be advisable to add 16 grains of benzoic acid as a preservative. To incorporate the acid rub it up with glycerin, acacia, and tragacanth.

Benzoyltetramethyldiaminoethylisopropylalcohol.

E. R. writes: "There is on the market a mercury preparation—oxycyanate—for subcutaneous injection, to which is added 3 grains of Tetropol to overcome the pain. The addition of the latter is said to bring the oxycyanate under the provisions of the Harrison law. Please inform us as to the nature of Tetropol."

The common, every-day name of the product concerning which you ask, briefly stated, is this: benzoyltetramethyldiaminoethylisopropylalcohol. You say that this substance is added for the purpose of overcoming pain, and without question the government takes the position that Tetropol is a synthetic substitute for cocaine, which, according to departmental rulings, would bring it within the scope of the Harrison law. However, it should be stated that just now the entire "synthetic substitute" situation is somewhat involved. In a decision recently handed down, a United States court has held that novocaine is not a substitute for cocaine

or its derivatives. It has not yet been made clear whether this decision will affect all "synthetic substitutes" or be construed to apply specifically to novocaine. It may be possible that the government will require a suit to be brought by the manufacturer of each synthetic substitute in turn, in order that they may be released—but this does not seem probable.

Mosquito Repellent.

R. D. asks: "Will you print a formula for an inexpensive mosquito repellent or tell me what is a cheap solvent for the oils of pennyroyal and citronella?"

A mixture of one part of oil of eucalyptus, 2 parts of talc, and 14 parts of powdered starch, if applied freely to exposed parts with a powder puff, is claimed to be efficient for causing mosquitoes to keep their distance. Oils of citronella, sassafras, eucalyptus, and pennyroyal, when diluted with alcohol, are also said to be efficacious.

More lasting effects are obtained if the volatile oils are dissolved in a fixed oil, and for this purpose cottonseed oil is about the cheapest and best to use.

Suppository Mold Soap Solution.

H. L. H. writes: "In the books in my library I am not able to find a formula for a soap solution to be used in suppository molds in order to prevent sticking. Can you help me out?"

Soap liniment, U. S. P., is the best soap preparation to use. It should never be employed, however, for suppositories containing metallic salts, lest a reaction occur between the soap and the salt. An alcoholic solution of castor oil is a good substitute in these cases.

For preventing sticking, the Pharmacopœia suggests the sprinkling of the molds with lycopodium. A little fixed oil or petrolatum is also used. Still another method is to line the molds with tin-foil or waxed paper.

Concerning a Face Cream.

B. K. writes: "I am looking for a good face-cream formula. The U. S. P. ointment of rose water is too greasy for my purposes, and a so-called peroxide cream which I have sold dries on the skin too quickly. What can you suggest?"

Elsewhere in this department we are publishing two face-cream formulas under the title "A Greaseless Cream and a Massage Cream." One of the two will, perhaps, answer your requirements.

Marketing Suppositories.

B. E. O. writes: "For some time I have been making antiseptic suppositories consisting of sodium bicarbonate, boric acid, and cocoa butter. What I want to know is this: am I allowed to send the suppositories through the mail and to advertise them (by mail) as antiseptic suppositories? I would also like to know if a serial number is required."

If the suppositories you are making are really anti-

septic and if you make no extravagant or unwarranted claims concerning their remedial value, we know of no law which would prevent you from advertising them or sending them through the mails.

Serial numbers are not required on medicinal preparations; in fact, the Federal authorities no longer issue them. The only way now you can issue a guaranty to a customer is to attach it to the bill for the goods.

Coloring and Scenting Brilliantine.

A. E. T. writes: "I wish to put up a brilliantine made with liquid paraffin under the name of 'Bay Rum Brilliantine.' What shall I use to color the paraffin a pale brown without imparting any color to the spirit? I would also like to know what to use for pale yellow and pale green colors, and, further, what substances to use in order that the preparation may be suitably perfumed."

For coloring oily liquids use oil-soluble colors. By referring to the answer given "J. L. B." elsewhere in this department you can find out more about them.

Oil of bergamot and oil of lavender with slight traces of oil of neroli are among the favorite perfuming agents for brilliantines.

Nitro-solvent Gun Oil.

C. A. O. asks: "Will you please publish a formula for an efficient nitro-solvent gun oil?"

A lubricating oil which it is said will clean rust from rifle barrels, and also prevent corrosion by nitro powders, has the following formula:

Kerosene (free from acid).....	2 fluidounces.
Sperm oil	1 fluidounce.
Oil of turpentine.....	1 fluidounce.
Acetone	1 fluidounce.

Mix in the order given.

Oil of citronella or oil of bergamot may be added to disguise the odor.

Sodium Phosphite.

E. R. asks: "Where is sodium phosphite obtainable and what are its uses?"

Sodium phosphite ($\text{Na}_2\text{HPO}_3 + 5\text{H}_2\text{O}$) is a white crystalline powder, soluble in water. It is mentioned in "Merck's 1907 Index" and can probably be obtained from Merck & Co., New York City. Sodium phosphite has been accorded more or less publicity lately because of its recommended use in cases of mercuric chloride poisoning. In so far as we are aware it is used but little outside of experimental laboratories.

Thickening in Solution of Aluminum Acetate.

B. E. O. asks: "Can you tell me why solution of aluminum acetate gets thick and also how to prevent the reaction from taking place?"

Precipitation of aluminum hydroxide is probably the cause. To overcome it try using slightly more acetic acid than is given in the formula (N. F. III.).

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THE MONTH'S HISTORY

THREE GREAT MEN DEAD.

Balzac has said, somewhere, that the figure 3 runs throughout all human experience—using, in expressing the thought, words which we shall not attempt to quote offhand. And very often we are confronted by conditions or circumstances, which seem to bear out the statement.

Within the past month three great men have been called to their final reward: Sir William Ramsay, an Englishman; Professor Elie Metchnikoff, a Russian whose home was in Paris; and Doctor John B. Murphy, of Chicago. Ramsay and Metchnikoff were distinctly scientists; Dr. Murphy was one of the world's greatest surgeons.

Ramsay will be known above other accomplishments as a chemist. He is credited, in conjunction with co-workers, with the discov-

ery of a number of chemical elements, and one of his latest achievements was the transmutation of radium into helium, thus bringing into view a possibility ages old—the making of gold from a baser element.

Metchnikoff succeeded Pasteur as director of the institute which bears the latter's name, and is best known, perhaps, for his studies in bacteriology. A part of his work—that relating to the prolongation of human life—brought him more or less into the public prints, a condition he did not welcome.

Dr. John B. Murphy was, in many respects, a pioneer in surgery. A number of the operations now performed daily were made possible by his originality and his daring. Thousands of lives have been saved by that simple device known as the "Murphy button."

The world is better because these men have lived in it. No higher tribute could be paid them.

* * *

CONGRESS WILL NOT ACT ON STEPHENS BILL.

Hope that the Stephens-Ashurst bill will pass during the present session of Congress has been abandoned. Determined opposition has developed. It is intimated in certain quarters that lobbying in behalf of the measure has been much too aggressive, Senators and Congressmen becoming resentful.

Then, too, to quote Senator Ashurst, "there is a marked difference of opinion among members as to the merits of the proposition." Again, without question the majority of the members of the Commerce Committee, to which the bill was referred, are opposed to the measure, the chairman, it is reported, being outspoken in his opposition. The bill has never been reported out of committee and, consequently, Congress has not had an opportunity to express itself on the principles involved.

The cause is in no sense dead, however. Determined effort will be made to secure the passage of the bill at the next session of our national law-making body. It is predicted that, in the end, a measure of this character will become law.

**ALCOHOL
AND CARBOLIC
ACID.**

About twenty years ago a New York surgeon gave a demonstration which seemed to prove that alcohol was an antidote to carbolic acid. He immersed his hands in the acid and immediately dipped them in alcohol. His hands were not burned.

The conclusion was jumped at that alcohol would annul the effect of carbolic acid in the stomach, and this belief has been held to more or less firmly all these years. However, a recent issue of the *Therapeutic Gazette* calls attention to the fact that this view is no longer in good form. The only alcohol that was found effective was the 95-per-cent article, and this is so strong that it does almost as much damage as the carbolic acid itself. More than that, it has been shown that the administration of alcohol increases the solubility of carbolic acid. Diluted alcohol has no antidotal value.

A recent brochure by Martin I. Wilbert, of the Public Health Service, goes into this subject quite comprehensively.

* * *

**A
POISON-MAILING
BILL.**

Under the present law poisons cannot be sent through the mails, no matter how securely the powder, pill, liquid, or whatever it happens to be, may be packed. As the law is phrased, such items, entirely regardless of how useful or necessary they may be in the conservation of health or the saving of life, cannot be admitted to the mails.

To remedy this unfortunate condition a bill, known as the Kern-Doremus bill, has been introduced in Congress—by Kern of Indiana in the Senate; by Doremus of Michigan in the House. Although it is too early yet to predict what will happen, there would seem to be no reason why this measure should not become a law during the present session of Congress, or at least during the next session, which will convene in December.

* * *

**A DECISION
EXPECTED SOON.**

The New York Health Board's formula-disclosure ordinance will receive either full authority of law or a knock-out blow early in October, it is now predicted—or perhaps rather hoped. At any rate the three complaining drug houses (the Charles N. Crittenton Co., H. Planten & Son, and E. Fougere & Co.) which took upon themselves the task of putting

the points involved to Supreme Court test have filed their briefs, the local Health Department has performed likewise, and rejoinders have been duly submitted. It will be recalled that preliminary moves in these three cases, which in a sense constitute parts of a joint case, were made last spring. The mill of the law grinds slowly.

In connection with the New York ordinance and the propaganda back of it, it is interesting to note that practically the same measure has been put into operation in Porto Rico. Thus the war between the "patent medicine" interests and the American Medical Association in no sense languishes.

* * *

**INFANTILE
PARALYSIS.**

Few epidemics excite so much concern as outbreaks of what is known in medical circles as anterior poliomyelitis. The health authorities seem powerless when it comes to stemming the tide of this dread disease.

The present epidemic in New York has already taken a large toll in the number of deaths, and new cases are reported daily. It is not thought, however, that other parts of the United States need become unduly alarmed.

Personal contact is unquestionably the most potent factor in the spread of infantile paralysis. The part that the stable fly may have in the dissemination of the disease is a matter for further investigation. Dust from the streets may play an important rôle, but no figures and no definite proof are yet available. It is known, however, that the specific virus may be found in the discharges from the nose, throat and mouth of infected persons, and it is held that human carriers are responsible for the spread of the disease in the same manner that diphtheria is spread by human carriers.

Epidemics of this disease have prevailed in all quarters of the world, but are most prevalent in the northern parts of Europe and of the United States. Outbreaks occur during the summer months and during September and October.

* * *

**GROWING
DRUG PLANTS.**

We clip two sentences from a recent government emanation. The first: "Many letters are received each week at the Department of Agriculture asking how to raise this or that drug plant." The second: "In almost every case, the drug-plant specialists reply that it is

doubtful whether the inexperienced grower can grow these plants successfully, or, if he succeeds, will find a satisfactory market for his crop."

And encompassed in the department's reply will be found the whole medicinal-plant-growing situation. Bill, Jim, and Rodney can't make a go of it. The work is distinctly that of a specialist.

* * *

FUEL FOR AUTOMOBILES.

European countries are much interested in the displacing of gasoline for automobile use by a mixture of alcohol and benzol. Much progress has been made along this line, it is said, and some of the countries at war are using the mixture to quite an extent.

A serious drawback has been the difficulty of starting the engine, but this has been overcome by installing on each car a small supplementary reservoir containing gasoline, benzine, or ether. The contents of this reservoir is used until the car is started, then the benzol-alcohol mixture is turned on, the gasoline or ether being conserved solely for starting purposes. Germany, it is stated, is making good use of this mixture.

* * *

"Changes in the Pharmacopœia and National Formulary" is the title of a bulletin put out by the Hygienic Laboratory, Washington, D. C. Martin I. Wilbert is the author, and the bulletin comprises a digest of the changes and requirements included in the two recently revised standards—the N. F. and the U. S. P. To obtain a copy application should be made to the Surgeon General of the United States Public Health Service, and in ordering, the number (107), as well as title, should be specified.

* * *

Preparations are being made at Indianapolis for a record-breaking attendance at the N. A. R. D. Convention, September 18 to 22. E. A. Stuckmeyer is chairman of the committee on hotels, and he may be reached by mail or wire at Hotel Claymore, convention headquarters. Ample entertainment has been provided, the exhibits will be good, and many matters of importance to the drug trade will be discussed at the meetings.

* * *

G. D. Oglesby, of Chicago, committed suicide through the use of potassium cyanide on August 4. Professor Oglesby was a disciple

of the late Dr. Oldberg. He finished and published Oldberg's latest text-book, after the author's death, and he also compiled and issued a collection of tributes which had been paid to his mentor.

* * *

The chemist is rapidly coming into his own. Industrial affairs have so shaped themselves that a great deal is expected of chemistry; and the forthcoming meeting of the American Chemical Society is therefore a matter of considerable importance. This meeting will be held in New York City, September 25 to 30.

* * *

A serious shortage of ice and ice cream was reported in different parts of the country during the recent hot spell. The situation was many-sided. The demand was unprecedented, and men and horses couldn't work at top speed in the terrific heat. Then, too, pastures dried up, reducing the cream supply.

* * *

Washington reports that benzoic acid is being adulterated with boric acid, the high price of the former rendering such a procedure extremely profitable. Some shipments have been found to contain as much as 30 per cent of boric acid.

* * *

A. R. Todd, who has held the position of drug analyst, State of Michigan, for the last four years, has been appointed State Analyst, and now has charge of the laboratories of this department.

* * *

Eugene R. Selzer, a well-known N. A. R. D. worker, has been elected president of the Northern Ohio Druggists' Association.

* * *

The Revenue bill, minus provisions imposing a tax on cosmetics and toilet articles, is well advanced toward becoming a law.

* * *

The National Wholesale Druggists' Association meets at Baltimore this year, September 30 to October 6.

* * *

Saturday, October 14, is National Candy Day. Concerted action on the sale of candy is the idea.

EDITORIAL

CHANCES IN THE DRUG BUSINESS.

Every once in a while there bobs up the question of whether or not, after taking into consideration the length of time required to fit a man for his occupation, the drug clerk's wage compares favorably with that paid to men in other trades or professions. And the usual inference to be gained from these inquiries is that the men who ask the questions think the drug clerk undervalued and underpaid. Such an inquiry came to us only a few days ago.

Why such an opinion should be so widespread is hard to understand. Drug clerks are always in demand and the salary paid them is, in most instances, commensurate with the services rendered. Furthermore, the drug clerk can usually obtain a good wage from the start; he does not have to go through a period of working for a small salary—plus experience.

When he has become registered or has graduated from a college of pharmacy he is ordinarily ready to step into a job that pays from \$15 to \$20 a week. His education has taken from two to four years, and during that time he has been able to pay all his college expenses by doing relief work in his spare time.

With followers of other professions, however, the situation is quite different. Take the electrical engineer, for instance. He spends four years in a university at an expense of from two to three thousand dollars, and at the end of that time, instead of being able to step into a lucrative position, he must first put in a year or more doing shop work for an hourly wage of from 15 to 20 cents in order to gain practical experience.

Similarly with doctors, lawyers, clergymen, and other professional men. The average yearly income of ministers has again and again been put at \$700; that of doctors at \$900; and that of university teachers at \$1000. It is only the exceptional man who surpasses these figures.

It is squarely up to the clerk whether he wishes to continue working for the average wage of about \$20 a week, or whether, by enterprise and industry, he is able to increase

his earnings. The opportunities for advancement along pharmaceutical lines are fully as great as in any other trade or profession in the world.

If a man wishes to embark in business for himself he can do so with the accumulations of a few years' savings and the help of a friend or two. In any other line, as engineering or banking, the capital required represents an almost insurmountable obstacle to the average young man. And in the drug business the chances are greater than they ever were before.

If the graduate pharmacist wishes to occupy an executive position plenty of chances are open to him. It has been stated many times that one of the greatest drawbacks to the development of "group" or "chain" stores is the lack of capable managers. The man who is willing to put in the work necessary to qualify for a managerial or executive position can command a salary of from \$1500 up. Drug-store trained men who are earning yearly salaries of from five to ten thousand dollars are relatively few in number and yet are not uncommon.

In the wholesale field lies another opportunity, either as traveling salesmen or laboratory or executive workers.

The opportunities are all about. It only remains for the drug clerk to demonstrate his ability to do the work in order to lift himself from the small-pay class.

STRANGE, ISN'T IT?

Nothing is more astonishing than the ease with which even intelligent and sometimes prominent men will fall into errors of reasoning.

During the last two or three months we have had occasion in this department of *THE BULLETIN* to puncture some of the fallacies surrounding the subject of stock turnovers in retail business. In the meantime we have sat in a crowded convention hall and heard the advertising manager of the Burroughs Adding Machine Co., himself one of the undisputed leaders in the advertising field, calmly make an assertion that does violence to every law of reason and sense.

Mr. Walton was explaining that stock turnovers solved the entire problem of profit making. Many retailers complain, he said, that they couldn't afford to carry an article which

yielded them a small margin. If their percentage of expense was 30, and the article only paid them a gross profit of 10 per cent, say, they argued that they lost 20 per cent on every sale.

"This is true," explained Mr. Walton, "provided the article 'turns over' only once a year. But if, satisfying yourself with a small profit, you carry a small stock, sell the article frequently, and turn over your investment twelve times a year, you will make a very handsome profit. Your profit is 10 per cent on every turnover; on twelve turnovers it is 120 per cent; and if you deduct from this your 30 per cent of expense, you still have left a net profit of 90 per cent!"

Is it necessary, we wonder, to show that this reasoning is perfectly childish? Doesn't everybody see through it at once?

But let's consider the question seriously for just a minute or two. If you turn over your stock twelve times a year, we may assume that you turn it over regularly once every month. Now Mr. Walton asserts that your percentage of expense is to be charged up only once a year. What, then, is the inference? Simply this: that during eleven months of the year no expense is chargeable against your business. You have no rent to pay, no light, no heat, you need no clerks to sell the goods, and it costs you nothing to transact your business. There is no expense until you reach the twelfth month of the year, when your stock is turned over the twelfth time!

Is this an unfair interpretation of Mr. Walton's reasoning? It does not seem to us to be so. It is the only possible explanation of this startling and unique presentation of a piece of plain mathematics.

We have no grievance against Mr. Walton personally. He happens to be a friend of the present writer. He is a mighty good man in his field—one of the leaders, as has already been stated. But he is evidently not a very good mathematician, and the reason that we have devoted this editorial to him is because we want to use him as an illustration. Many other men are advancing the same arguments and presenting the same object-lessons. The woods seem to be full these days of faulty reasoning on this subject of stock turnovers.

As a matter of fact, you cannot escape the conclusion that every single time your stock turns over, it must yield a satisfactory measure

of profit. It doesn't make any difference if it turns over a thousand times a year—it must every time have charged against it the proper ratio of expense, and must be made to earn the proper ratio of profit.

The one penalty attaching to slow stock turnovers is merely this: You lose interest on the money invested—that's all. If you pay \$1 for an article now, and keep it a year from now, it has cost you \$1.06. If you sell it as quickly as you buy it, you save the extra six cents—and that's all you do save.

In addition, if an article can be handled very quickly by the clerk, with little loss of time, there is less expense for labor, but the transaction must still bear the same percentage of overhead expense that every last sale in the store must bear. There is positively no escape.

THE DRUGGIST HAS COMPANY.

"Since the outbreak of the European war, bottles have advanced about 25 per cent, corks about 15 per cent, the paper on which our labels are printed about 50 per cent, the box-board of which cartons are made about 25 per cent, and the finishing and packing expense (labor) about 50 per cent.

"One of our packaged cough remedies contains ammonium chloride, American cannabis, squill, gelsemium, senna, chloroform, and alcohol. The first-mentioned ingredient has advanced 75 per cent, the second 300 per cent, the third 400 per cent, the fourth 25 per cent, the fifth 500 per cent, the sixth 150 per cent, and the alcohol about 10 per cent. Another cough preparation contains horehound, which has advanced 300 per cent, and hyoscyamus, which has advanced more than 1000 per cent."

The foregoing is taken from a recent announcement of a well-known manufacturer. On the one hand the manufacturer is confronted by advanced costs all along the line, and on the other hand a loss of business stares him in the face if he raises his prices. He is between the imp of darkness and the habitat of the submarine.

It is true that it often happens that those ingredients on which there has been the greatest advance in cost are those which enter into the preparation in the smallest quantities, so the final score—the mean average of the percentage of advance—isn't nearly so bad as it sounds when each ingredient with its corre-

sponding figure is sung off separately. But even after granting this, it must be admitted that the cost of turning out a product of the character under discussion has advanced very markedly.

The truth is that in many instances this advance is so marked that the product is put out by the manufacturer at a margin so slight that it does not fall short, very much, of being an actual loss.

Straight "patent medicines," possibly, are not affected to the extent above outlined. The lines which have been hit the hardest, doubtless, are those which may, for want of a better name, be termed "non-secrets."

If there is any truth in a certain trite old adage, the druggist may soften his discomfiture, when he faces rising costs, by the thought that he isn't alone in his troubles. The manufacturer has his, also.

THE SAUNTERER

Last month I had occasion to comment on the excellence of the service at soda fountains where women dispensers are employed. This month I have something to say about man-run fountains, and the comments are going to be anything but complimentary.

During the past few weeks we have had some unusually—insufferably—hot weather, and in the midst of the heated spell my duties took me to a good-sized Western city. Upon arriving in the place after an all-night Pullman ride my first desire was for something cool.

Accordingly, I entered a drug store where a sign announced the recent installation of a thirty-foot, \$10,000 soda fountain. The outfit was a beautiful one, the dispensers were attired in natty coats and caps, and the crowd of about two-score waiting customers convinced me that I had struck a "regular" fountain.

After purchasing a check and crowding up to the counter, however, I found that my judgment was ill-advised.

There was about half an inch of syrup, crushed fruit, and other slop on the marble slab. The dispensers were washing the dishes by giving them one dip in cold water; two glasses that had contained lemon phosphate—a clear drink—were refilled without even a pretense of washing. Customers were waited

upon in any old order—the man that hollered the loudest got served first.

I saw one dispenser who couldn't find a scoop handy by take up some chopped nuts with his fingers and sprinkle a sundae. I saw another pick up a piece of ice that had fallen on the floor and put it without rinsing in a drink he was mixing.

I saw enough.

My order was for ginger ale served in the original bottle.

Four other equally large stores that I tried were just as bad. The dishes were filthy; drinks weren't mixed—they were simply thrown together; and the customer who hesitated ever so slightly in stating his choice was passed by to be served five or ten minutes later.

Dirty dishes were piled everywhere, particularly favored places being those where the unclean glasses could be seen, and smelled, by the greatest number of patrons.

Of course the weather was hot, the rush of customers was almost overwhelming, and it was impossible to practice the little niceties that appeal to fastidious people.

Even all these excuses, however, can hardly be expected to condone unwashed glasses and spoons, syrup-encrusted counter slabs, and impertinent clerks.

I'll wager that for every dime taken in over these five fountains during the day I visited them, one dollar in lost sales will be the result. The customers who were lost to the stores because of the miserable service afforded will take their trade to fountains where cleanliness and courtesy are placed before a desire to see how many drinks can be slopped out—or else they will cut out patronizing soda fountains altogether.

Rates to the A. Ph. A. convention at Atlantic City, round trip: Portland, Me., \$21.82; Boston, \$16.50; Hartford, Conn., \$11.36; New Haven, Conn., \$9.54; New York City, \$6; Cleveland, \$24.10 or \$23.60; Cincinnati, \$29; Chicago, \$34.50; St. Louis, \$37; New Orleans, going and returning same route, \$53.05; Atlanta, \$36.05; Minneapolis and St. Paul, \$53.50. From California common points going and returning by direct routes to New York and Philadelphia, \$110.70. To come East by direct routes and return by Northern route via Portland, Ore., \$17.50 must be added.

YE GODS!

I went into a bank the other day.

It was one of those banks where they have three receiving windows. The first clerk takes people whose names begin with "A," and so on up to "I"; the second clerk runs from "J" to "P"; and the third clerk monopolizes the rest of the alphabet.

Of course I walked up to the J-P window. Unfortunately, however, eight or ten people were waiting in line ahead of me, and as I was in something of a hurry I felt rather impatient.

The floor officer, sensing the situation, whispered to me that I had better take the A-I window, where there happened to be nobody in line at all. I did so—but with consequences which furnish the basis of this tale of woe.

The clerk, glancing at my deposit book, noticed at once that my name began with "M," and asserted somewhat petulantly:

"You belong at the next window."

"I know it," said I, "but there are a lot of people standing in line there, and the officer suggested that I come here."

Whereupon a frown settled heavily on the clerk's countenance and he called out loudly and snappishly to the officer:

"Say, Mac, I wish you would send people over to the third window if there are too many of them at the second. I'm busy."

This was about as direct an affront as could possibly be given to a customer. It pretty nearly amounted to a slap in the face.

A realization of this fact finally dawned on the haughty young man's mind, and he sought to fix it up, but in doing so he made things a lot worse.

"I certainly hope," he said, "that we don't have many more rushes like we've had to-day, but I'm afraid we'll have another one the day before the 4th."

This was intended to have a mollifying effect, but can you imagine anything worse than such an attitude on the part of a clerk in a bank, a department store, a drug store, or any other institution on the face of the earth!

Here was a bank, for instance, with a young, virile, ambitious president endeavoring to build up a great enterprise. It has gone ahead by leaps and bounds. Every year it has made itself bigger and better.

And yet this clerk didn't want more business—he resented having too many customers—he was satisfied only when things were dull!

Ye gods, isn't it terrible!

With a staff of this kind any institution would go bankrupt in six months.

I might preach a little sermon on loyalty, but what's the use? The incident points its own moral.

Elbert Hubbard was eternally right when he gave this advice: "Get in line or get out." The clerk who doesn't work faithfully for his boss, who doesn't religiously carry out the spirit of the institution, who isn't just as much interested as his employer is in building up and promoting the enterprise—such a clerk is an absolute drag. The quicker he is out, the better.

And then think of the other side of the question for a minute.

Why under heaven doesn't a normal young man want to develop himself and improve his opportunities? If he is a clerk in a bank, why doesn't he look ahead to being assistant cashier, cashier, vice-president, president? How can he hope to rise to any of these positions higher up unless he makes good in the positions lower down?

I have already referred to the president of this particular bank. He started in as an errand boy, and now he runs the entire show with consummate ease and ability.

Did he drive customers away when he served behind the grating as a receiving clerk, or did he smile a big smile and tell them to come on as fast as they liked—the more the merrier?

You have only one guess.

H. B. M.



The jeweler needn't feel so stuck up!



Frederick Nagle and his daughter, both excellent tennis players. Mr. Nagle is a druggist at Wilkes-Barre, Pennsylvania.



John William Long, son of J. A. Long, druggist at Geneva, Indiana, and his Scotch collie, Rex.



Mrs. Nellie M. Dunnigan, Terre Haute, Ind., the only woman in the city who owns and runs a drug store.



A ten-pound Dolly Varden, caught by Ernest Shoff, a druggist at Vancouver, British Columbia.

Four Pictures.



These Mexican war scenes were sent to us by a drug man who visited several points of interest. This one shows a machine gun motorcycle.

Through the streets of El Paso, Texas.



Lem Spillsbury, scout for the cavalry at Carrizal. Note the handful of flowers, showing the intensely human side of a man who performed a dangerous task.

The center of interest in this group—the wounded man on crutches—is a survivor of the battle of Carrizal.



The deadly machine gun set for action.

Red Cross officers and nurses pose for a picture against a rocky background. The ladies are all armed, presenting a truly formidable appearance!



MAKE YOURSELF BIGGER THAN YOUR POSITION*

By HARRY B. MASON

I want to tell you at the outset how happy I am to be back here in a University atmosphere. It is a pleasure to meet you gentlemen of the graduating class. I envy you. It was at a similar commencement not so many ages ago that I sat where you do, down there on one of those front seats, filled with eager ambition and straining at the leash. It was a happy time and the whole world was mine oyster.

The years that have flown by so rapidly since have all of them been years of hard work, and most of them years also of self-denial, of frequent disappointment, of struggle and hardship and drudgery. But I should nevertheless like to start with you to-night and live them over again. There is no zest like the zest of fighting for a place in the world, with the din of the battle in your ears, and with the hope of conquest in your heart!

YOUTH A PRICELESS ASSET.

Yes, you gentlemen are to be envied, and I wish you were up here talking and I was down there listening. Many and grievous have been the mistakes I have committed, and how I long for an opportunity to rectify them! Give me another chance and I could improve vastly on the record. It see it all now. I did not then. But it is one of the penalties of life that we cannot go back and run the race over again, hoping to do better next time. The judges make their decision: the event is over: the gates open: the crowds disperse: and you must stand or fall on the result!

Gentlemen, I beg of you, bear this thought in mind: force yourselves to realize the un-escapable, the inevitable, the ruthless fact that you *must live your life right in the first place*, for you cannot live it over again.

Health and energy, youth and ambition, are priceless assets. You are rich in capital. You are richer than the boy born with a silver spoon in his mouth, but weakened by indulgence and relaxation, and under no necessity of developing his powers by the compelling

need of using them to make a place for himself. Do not waste your capital; do not squander your health. Once gone it will never return. Once dissipated, you are worse off than the man who has lost his money. For money can be made again, but health can rarely be restored, youth can never be recalled, and energy and ambition, once forfeited, are usually forfeited forever.

THREE PERIODS IN LIFE.

Shakespeare divides human life into seven periods. I shall paraphrase him by saying that in a man's *business* life there are three periods. What are they?

From 20 to 30 or 35 is the first period. School and college have been left behind, and a man is gaining his experience, developing his ability, maturing his judgment, perfecting himself as an instrument of success, and establishing a reputation. This is the period of preparing the soil and sowing the seed. From 35 to 55 or 60 is the second era—the period of harvesting the crop. A man is then filling the place in the world for which he has prepared himself, is using the powers he has developed, and is reaping the returns in money, in dignity, in respect, in position. From 60 onward is the third period. His powers begin to wane, he takes life easier, he leaves things more to his associates and successors, and he sinks gradually into an old age which should be comfortable, free from want and worry, and rich with the memories of a life well lived and a peace of mind well earned.

Now, gentlemen, you are to-night face to face with the first period of 10 or 15 years. It is by far the most important, the most critical, of all three periods. For it is the preparatory period. *Upon what you make of it will absolutely and finally determine what the middle-age and old-age periods are to be.* If you do not sow the seed you will get no crop. If you do not nourish and tend the soil you will garner no harvest—except a harvest of weeds.

It is hard for a young man of 21 to realize these things. He is heedless of the years to come. His life is spread out before him in an

*Commencement address delivered before the graduating class in pharmacy at Valparaiso University.

almost endless panorama, and he thinks there is plenty of time to make good.

He sees men attain success at 40 or 50, and he assumes that the trick can be turned at any time, not knowing that *the man who becomes influential and prosperous at 40 is the man who gets under way at 20*. "Let me take things easy for a few years," he argues, "and then, after I am married and have a wife and family to support, and increasing expenses to meet, I can settle down and win place and money. Until this time comes let me enjoy life. I shall never be young but once."

No, you will never be young but once—that's the crux of the whole argument. Your youth is your greatest asset. It is your richest piece of capital. You will have only one, and it will go, Heaven knows, all too quickly. What will you do with it? Will you use it to build a success upon, or will you divert it to the purpose of having a good time? You cannot do both. You cannot eat your cake and have it too.

If you are going to develop a future you must do it now, while you have the strength, the eagerness, the courage, the endurance of early life—while you can stand the hard knocks, while you can live frugally, while you can go through the toil and the struggle and the hardship which success demands. If you don't develop your future now, you will have no future. I wish beyond all things to-night that I could make you realize this. I wish I could force home the truth so powerfully that you would absolutely *know* it to be the truth and would be guided by it in your later activities.

THE CRITICAL FIVE YEARS.

I have said that you are to-night facing the most important 15 years of your life. I will say more than this: *You are facing the most important 5 years of your life!* Why? Because at 25 you have more physical strength and endurance than you will have at 30. At 30 you will have more than you will have at 35. At 35 you will have more than you will have at 40. An athlete who astonishes the world at 22 begins to get passe at 26 or 28, and at 30 he is out of the running. The best of our youth is evanescent. It passes before we realize it.

Far, then, from facing a long life of endless opportunities to-night, gentlemen, with plenty of leisure for getting under way, you are right

up against the critical 10 or 15 years, yes, the critical 5 years, of your entire career. When you leave Valparaiso to-morrow, or next day, you will be face to face with your destiny. You will start right in determining your whole future. Every day will count. Every action will tell. Every month will send you further along the right road or back along the wrong one, and in a very few years, before there is scarcely time for you to realize it, the die is cast. Your horoscope is finished. Your future is determined.

But there is another consideration. The years between 20 and 35 are the most important in a man's career not only because he has then the physical strength and endurance to do the hard work of foundation building and to make a place for himself. They are equally if not more important because they are the years when, if ever, *character* building is done. What you make of yourself as a *man* before you are thirty—that you will always be. You cannot make any radical change in your character after you are 30 or 35. Inclinations then harden into habits and throw their roots down into soil so deep that they cannot be torn up except by some great upheaval which few men experience.

If at 30 you are lazy and shiftless; if you have learned to love ease; if pleasures have grown to mean more than labors; if present advantage is placed above future benefit; if opportunities have been made to wait for a later acceptance—if these things are true at 30, they will always be true. It is a law almost as invariable as the tides that what you make of yourself as a *man* in the next ten years you will be in only greater measure in the next 50. If you make yourself abler, abler still you will continue to grow; if you make yourself weaker, weaker you will steadily become. As the tree is bent, so will it grow.

Therefore I say, the biggest question you have to face to-night, gentlemen, is this: *What will you do with your youth?* Will you build a career on it, or will you waste it? Will you use it to assure your future ease and comfort, your prosperity and happiness, to make yourself in your later years free from want and care and anxiety, or will you spend it riotously, bewail its loss when it is too late, and make yourself during all your middle life and old age a slave to drudgery and a prey to misfortune?

What will you do with your youth?

WHAT DETERMINES SUCCESS?

Now in this race of life what determines success and what failure? There are as many definitions of success as there are men, and many attempts have been made to disclose what has often been called the "secret of success." I shall enter upon no philosophic and academic disquisition. I shall content myself with laying down one rule of business life which no man can flout or contradict. I have studied with absorbing interest the careers of many successful men, some of whom I have known personally, and I have come to the conclusion that men usually succeed because they make themselves bigger than the position they occupy at the moment, and literally demand another one higher up the scale. My chief advice to you to-night is this: *Make yourself bigger than your position!* If you will only remember this one sentence you may forget everything else I say. It is the very heart and core of my message. *Make yourself bigger than your position!*

This applies to any place in which you may happen to find yourself. It makes no difference whether you are to become a clerk, a proprietor, a traveling salesman, an analytical chemist, an employee in a big jobbing or manufacturing house, a department manager, or what not. *Make yourself bigger than your position!*

You are perhaps an employee on a small salary in a big establishment—very well. Imagine yourself the boss. What would you do to push the business if you were in his shoes? What would you have done here and there, what changes would you make, what methods apply? Whatever these things are, *do them*—or else suggest them to your chief. Make yourself invaluable. Make yourself indispensable. Do more than you are asked to do—more than fill your job!

TWO COMMON BLUNDERS.

But let me warn you: nine men out of ten will tell you that this advice is all tommyrot. If you watch them closely, however, you will see that they are the nine failures in every crop of ten men—and it is the failures who make the most noise and who are unfortunately listened to the most frequently. It is this type of man who is always crying out that he isn't paid what he is worth, that he isn't appreciated, that he is being "worked" and that he doesn't propose to kill himself until his employer does the

square thing. It is this very man who makes two fatal mistakes—mistakes which I warn you will become your Scylla and Charybdis if you commit them.

One of these blunders is to adopt the attitude of the average young man who, when asked to do something a little unusual, replies: "That isn't my work." The other equally stupid and fatal error is to say: "I won't earn more for my employer until I get it." The young man who commits these follies is lost. He is gone. Far from refusing to do something outside of his own cut-and-dried line of work, the ambitious man should welcome with great joy an opportunity to get out of the rut. Opportunities are the steps of success; they comprise the ladder on which we climb upward. Opportunities should be seized with hungry avidity before they escape us and get into the grasp of other and wiser men.

MAYOR GAYNOR'S REPLY.

As for the pitiable wail of the youth who fears he will work harder than his salary justifies, I can only reply as the late Mayor Gaynor did a few years ago. He wrote a malcontent that "the man who won't earn more than he gets is the man who will never get more than he earns!" And this is the whole question in a nutshell. No sane employer is going to raise your salary until you show him beyond cavil that you are worth it. He isn't going to give you a better position until he knows beyond any question of doubt that you can fill it. You have got to show him, and when you do you will get the raise or the promotion. If you don't get it from him you'll get it from somebody else—take my word for that! Every type of employer, whether pharmacist or what not, is always on the lookout for good and still better men, and you will not lack for recognition if you deserve it.

The great trouble is that most men don't deserve recognition. They are self-made failures. They are self-developed knockers. Their whole philosophy is wrong—they aren't right with the world. They grumble about the lack of appreciation when they should kick themselves all over the earth because they don't *deserve* appreciation. The world is full of such men, and they never once realize that "the fault, dear Brutus, is not in our stars, but in ourselves, that we are underlings."

But even if you weren't appreciated, even if you weren't getting all you deserved, even if

your boss were a crank and an ingrate, I would still urge you to do your level best just the same. Why? Because after all you are doing it more for your own sake than for his, and because you are the chief beneficiary. Do you doubt this? Listen: a man's chief duty is to develop himself and his powers, and to make himself as fit an instrument as possible for the race of life. There is only one method by which this can be accomplished, and that is by exercise. You can't make yourself an athlete without training—you know that. Neither can you make yourself a crack professional or business man without an equal degree of constant self-improvement.

THE SECRET OF GROWTH.

The more you use your strength, the more it develops. The more you employ your brain, the better it serves your purpose. The faster you put your ideas into practice, the more rapidly other ideas throng in and take their places. Capacity grows by what it feeds upon. If a man wants to develop, if he wants to stretch and measure up to bigger things, there is positively only one way he can do it, and that is by performing every duty the very best he knows how, keeping his eyes peeled for opportunities, seizing upon them with hungry eagerness, using his brains constantly, conceiving and executing new plans, endeavoring always to effect improvements, thinking, working, striving all the time. Men grow by using their strength. Nothing develops power but the constant exercise of it.

If you develop your capacities, if you make yourself bigger than the place you occupy, if you more than fill your job, another place will be opened unto you—somewhere, somehow. Do not doubt this for an instant. If your present employer doesn't know a good thing when he sees it, there are plenty of other people who will.

THE MARKET FOR MEN.

I know something about the market for good men. I know several ambitious proprietors of drug stores who would open one or two or three more establishments if they could find clerks capable enough to act as managers. I know several proprietors of "chain" stores throughout the country who are constantly on the lookout for managers, department heads, and other men out of the ordinary. I might tell you about the man who fills the biggest position in American pharmacy. Let me say to you that his chief problem, the hardest nut

he has to crack, lies in the difficulty of getting suitable understudies for every important position in the house.

These things are true, and I know they are true. I know that employers in every line are constantly on the hunt for crack men. Don't listen to the croakers. Don't take the advice of the failures in life. There never was a time in the history of this country when opportunities for the young man were so good. We hear much about the "good old days," but they are good in retrospect only. This is the best year in the world's history, and this is the best minute in the year. If money is your ambition, you can make more now than your father was able to make 50 years ago. If business success is your ideal, you can build up a bigger store, and a larger group of stores, than was ever possible before. If professional pharmacy is your goal, the present size of our cities makes it possible, as it never was before, to establish a few strictly professional shops in each large town. If you become a salaried man, it is the simple truth that never was there a time when keen men were in such demand, and when, if they were able to deliver the goods, they could obtain so large an income. A salaried man today, in almost any line of business, can earn far more money than the proprietor of the business himself was able to make in the good old days which some people love to talk about.

THE FUTURE.

But I fear I have talked too long. I have talked much longer than I intended to. Out of all I have said, however, I would like if possible to force home these truths: the next five, or ten, or fifteen years, gentlemen, are going to be your critical years: they will determine absolutely what you are to be throughout the remainder of your lives. It is during these years that you will be maturing your powers, developing your character, and making yourself an instrument fit for the successful struggle of life. How shall you use these years in a business way to the best advantage? By more than filling your job—by giving your best always and everywhere—by seizing upon every opportunity and making the most of it—by proving yourself bigger than your position.

If you do these things there will be no doubt whatever about your future and about your standing among the ranks of men. My one wish to-night is that you will all *deserve* success, for if you deserve it you will get it.

Miscellaneous Changes in the U. S. P.

By WILBUR L. SCOVILLE.

This is the third and final article of a series in which Mr. Scoville has discussed the changes in the new Pharmacopœia of particular interest to pharmacists. The two previous articles have been concerned with general and classified changes—this one takes up some miscellaneous items which are worth noting.

Acid Hydrocyanic, Diluted. This now contains a little hydrochloric acid—not more than 0.1 per cent—which tends to make the acid more stable. Since the limit of hydrocyanic acid now is not less than 1.9 per cent nor more than 2.1 per cent there is need for a stabilizing agent, and the small quantity of hydrochloric acid allowed will help but will not make it indefinitely “safe.”

Lactic Acid. At last the Pharmacopœia has recognized the lactide in this preparation and has made the standard 85 to 90 per cent of total acidity instead of 75 per cent of free acid. By the assay method now official the lactide is changed into lactic acid and is estimated as such, so that acids formerly standardized at 75 per cent will usually come up to the 85 to 90 per cent standard by the new assay. The latter standard more truly represents the acidity of lactic acid as sold.

Acid Sulphuric has been raised a little in strength—not less than 93 per cent nor more than 95 per cent. The formulas in which this acid is used show the change.

Aether. Ether for anesthesia is now specially recognized, and is directed to be used from freshly-opened, full containers. The tendency of ether to oxidize in partially-opened containers is thus noted, and original packages are required for anesthetic purposes.

Aloes. The Latin title *Aloe* (nom. sing.) is still translated plural English, “Aloes.” We are still wondering why it should be wrong to say “Syrup of Squills” but right to say “Tincture of Aloes.” This and Cantharides are the only plural drugs left—if our scrutiny is complete. Even the familiar “cloves” is now “clove,” and in keeping with most of the nomenclature. Three varieties of “aloes” are separately described, Socotrine, Curacao and Cape, but no variety is specified for the preparations.

Alum. Ammonium Alum is again recognized after a long absence from the Pharmacopœia. Potassium alum is still official, but economy permits the use of the other—while the war lasts—we hope.

Aqua Ammonia, Stronger. Perhaps it is fortunate that the pharmacist seldom or never has a call for this article on prescriptions or for medicinal use, because it is almost impossible to preserve it at 27 to 29 per cent under ordinary circumstances. Agitation as well as a very moderate degree of heat soon reduces it to 25 per cent or less. In manufacturing it can be used in proportion.

Aquæ. The aromatic waters are now all directed to be made from “recently boiled distilled water,” to insure sterility. *Aqua Destillata Sterilisata* or Sterile Distilled Water is now official, and is directed to be made by boiling freshly distilled water in a clean flask plugged with cotton. It is intended for use in preparing hypodermic solutions, and even the dead bacteria which would be found in an old sample of distilled water after sterilization are objectionable. *Liquor Sodii Chloridi Physiologicus* or Physiological Salt Solution is another new sterile solution which must not be kept in stock for dispensing more than 48 hours after it is made.

Asafœtida is required to contain not less than 60 per cent of alcohol-soluble material unless powdered, when 50 per cent will suffice. Since there is but one title, it appears that there are two standards recognized for one article.

Benzoin. Both Sumatra and Siam Benzoin are separately described, but neither is specified in the preparations. Either can be used as Benzoin.

Camphor. The natural camphor only is recognized, and several of the camphor preparations have assay methods included. Since the camphor is estimated by its rotation, and artificial camphor has no rotatory power, this alone will rule out the latter. Whether artificial camphor has the same value as a medicine as natural is not yet thoroughly established, though most of the evidence points that way.

Cannabis. As before stated either American or Indian Cannabis can be used, but its value must be proved by a biological assay.

Another “purity rubric,” also adopted for

most of the vegetable drugs in the Pharmacopœia, is a statement which limits the amount of stems "or other foreign matter" which can be allowed, and also places a limit on the yield of ash. This is designed to secure cleaner as well as purer drugs.

Cantharides are standardized to contain not less than 0.6 per cent of cantharidin, but none of the preparations are standardized. This is mainly because the extraction of cantharides has been shown to be extremely difficult, and standards cannot be maintained on imperfect methods.

Capsicum. African chillies are specified as the variety to be used. There are great differences in capsicums, and the varieties which may be best for condiments are not best for medicinal use. The African chillies are usually more pungent than the Japanese, and are more desirable as therapeutic agents.

Cardamom is now *Cardamom Semen*. That is, the seed only is now used, and in smaller amounts in most preparations. Compound Tincture of Cardamom therefore calls for a smaller amount of cardamom seed than it did for cardamom, but the flavor and strength are not materially changed.

Extracts. Only a few of the extracts are now exempt from a standard of some kind. The alkaloidal extracts are, as before, standardized for alkaloids, and now a number of non-alkaloidal extracts are made to relate definitely to the drug. Thus Extract of Cascara is to be three times the drug strength, Extracts of *Cimicifuga*, *Colocynthis*, and *Gelsemium*, four times the drug strength, Extract of *Viburnum Prunifolium* five times the drug strength, and Extract of Ox Gall, which now replaces the Purified Ox Gall, is eight times the drug strength.

For soft extracts glucose is directed as a diluting agent, and in the powdered extracts magnesium oxide is used in part. The latter is necessary to overcome the hygroscopic tendency of some of these extracts. It is used even in alkaloidal extracts, where it may liberate the alkaloid, but in the dry or pilular form this will make little or no difference in practical results.

Emplastrum Belladonnæ is now frankly the commercial Belladonna Plaster which is made with a rubber base—the latter also being recognized as *Emplastrum Elasticum*. No formulas are given, because these can only be pre-

pared by special machinery and skill, but the strength is specified.

The old title *Charta Sinapis* has also succumbed to public custom and been rechristened *Emplastrum Sinapis*. So that "Mustard Plaster" now comes under the official description and standards.

Ginger. The Pharmacopœia separately describes six varieties of Ginger, viz., Jamaica, African, Calcutta, Calient, Cochin and Japanese, but requires that all preparations, except the oleoresin, shall be made from Jamaica Ginger. This means that Oleoresin of Ginger may hereafter have a very different flavor and character from Tincture of Ginger, because any one or all of the six recognized varieties may be employed in making it, while only Jamaica Ginger can be used for Tincture.

Tincture of Ginger also has special tests of identity and purity appended. It has thus become a very distinctive tincture, for none others, except the assayed alkaloidal tinctures, are thus discriminated.

Infusion of Digitalis now contains no alcohol. It is not assayed, but should be made from an assayed drug.

Ipecac. The Rio and Cartagena varieties are separately described, but neither is given the preference in preparations. By some curious twist (or was it oversight?) Ipecac is required to yield "not less than 1.75 per cent of ether-soluble alkaloids," but the fluidextract must yield not less than 1.8 per cent nor more than 2.2 per cent. The fluidextract thus represents about 113 per cent of the drug.

Jalap and its preparations are now standardized for chloroform-alcohol soluble resin only. The ether-soluble estimation has been omitted. The standard has been reduced to "not less than 7 per cent of total resins."

Liquors. There are no very marked changes in the Liquors, and old stocks will conform sufficiently close to the new standards. The economic need for using sodium salts in place of potassium is shown in *Liquor Cresolis Compositus* where sodium hydroxide may be used in place of potassium hydroxide, and in *Liquor Magnesii Citratis* where sodium bicarbonate may be substituted for Potassium Bicarbonate—in equivalent proportions. The latter solution also has an assay method and a standard for magnesium content.

Magma Bismuthi (Milk of Bismuth) and *Magma Magnesiae* are two new preparations in the Pharmacopœia, though both are familiar

commercial preparations. The former is required to yield 5.6 per cent to 6.2 per cent of bismuth oxide, which corresponds to an equivalent of about 35 grains of Bismuth subnitrate per fluidounce, and the latter is required to yield 6.5 per cent to 7.5 per cent of magnesium hydroxide, which corresponds to about 32 grains per fluidounce. Some of the commercial products correspond to these standards, and some do not. Pharmacists should make sure that their stock is in accord with the standards—or is sold as non-official.

Methyl Salicylate is now officially Oil of Wintergreen, Oil of Sweet Birch, Oil of Teaberry, or an artificial oil, but "the label must indicate whether the methyl salicylate has been made synthetically or distilled from either" *Gaultheria procumbens*, or *Betula lenta*. There is now only one title which recognizes all these products, the label to make the distinction. The main advantage is that now one can properly label a product as "Oil of Wintergreen, True," or "Oil of Wintergreen, from Sweet Birch," or "Oil of Wintergreen, Synthetic," as the case may be.

Mucilage of Acacia has dropped the lime water, and is now made according to the old-fashioned method, by dissolving acacia in water.

Oils, Volatile. Oil of Bitter Almond is required to contain not less than 2 per cent nor more than 4 per cent of hydrocyanic acid, and must not be employed for flavoring foods. The same statement—for medicinal use only—applies to the Spirit of Bitter Almond.

The synthetic oil of bitter almond is still official under the title of "Benzaldehydum," and this can be employed for flavoring purposes, since it contains no hydrocyanic acid.

Oil of Anise recognizes both the true anise oil and that of star anise, but requires that the label shall specify which is sold. Thirteen of the official volatile oils have assay processes for estimating the percentage of active principles, and limit-standards are therefore set for these. The chemical restrictions on volatile oils are growing more stringent.

Opium and preparations have been mentioned before, but it may not be amiss to repeat that the new standards are lower than the old, and all preparations of opium of the U. S. P. VIII can be diluted to make them conform to the new standards. This further suggests the question whether the revenue officers should be notified of the new stocks,

under the Harrison Law, in order to avoid misunderstandings.

Pancreatin is now standardized for its starch-converting power, as well as for milk peptonization. It is required to convert 25 times its weight of starch.

Podophyllum is required to yield not less than 3 per cent of resin—which does not appear to be a very high standard. Yields of 5 per cent and more are not infrequent. The Pharmacopœia still refuses to recognize *Podophyllum emodi*, though it is recognized in the British Pharmacopœia, and such evidence as is now available makes it appear as medicinally superior to the official variety. Under Resin of Podophyllum the Indian variety is distinctly excluded. This is a case of needed investigation beyond what the U. S. P. Revision Committee has time to make, to remove an old prejudice and give due credit to a now discredited drug. Both medicinally and economically the Indian Podophyllum appears to be the better variety, yet the U. S. P. excludes it.

Scammony is required to yield not less than 8 per cent of resin by alcohol extraction, and Resin of Scammony is directed to be made by a process similar to that for obtaining podophyllum and jalap resins.

Sarsaparilla. Three varieties are described—Mexican, Honduras, and Jamaica—all equally acceptable in preparations.

Soft Soap is now made from cottonseed oil and potassium hydroxide. It must give a clear solution in alcohol or hot water, be slightly alkaline, and not lose more than 52 per cent of its weight on drying. Cottonseed oil soap is a little firmer and not as easily soluble as linseed oil soap, but otherwise is very satisfactory.

Soap has a moisture restriction of 36 per cent for the cake soap and 10 per cent for the powdered soap. This is expected to give more uniform results in Soap Liniment and Soap Plaster. The chemical tests for soap are more stringent, and will serve to exclude all but an olive oil soap.

Sodium Glycerophosphate is now official in two forms, viz., as *Sodii Glycerophosphas*, a crystalline salt containing 68 per cent of anhydrous glycerophosphate, and as *Liquor Sodii Glycerophosphatis*, which is the liquid or pasty form such as has been in use for several years, and which is required to contain not less than 50 per cent of the anhydrous salt. This will correspond to about 74 per cent of the crystal-

line salt, and hence is the same as has been sold as "75 per cent Sodium Glycerophosphate." This is the most familiar form of the salt, and until within a very few years the crystalline variety was not obtainable.

Syrups show few changes, and those are mostly in the line of simplicity in compounding. The change in strength of Syrup of Hydriodic Acid has already been mentioned, and is important. Syrup of Ipecac can now be made extemporaneously because a change in the method and menstruum for making Fluidextract of Ipecac has made this directly miscible with syrup, but the subcommittee on Syrups apparently forgot that and has continued directions for clarifying, which are not now necessary. Compound Syrup of Sarsaparilla is also made without filtration by the aid of a little alcohol. The flavor and composition are otherwise the same, and syrup is used instead of sugar and water. This can now be made extemporaneously in a few minutes.

Syrup of Wild Cherry has again had the glycerin reduced, but it is used in the menstruum so that the present syrup is more deeply colored than that of the eighth revision. Pharmacists will appreciate this return to a deep reddish syrup.

Tinctures show little change as a class. The few changes in strength of the assayed tinctures have already been described, and the use of cardamom seed in place of cardamom is to be noted. Tincture of iodine will be more easily made because of the small amount of water now directed, hence there will be less excuse for weakness in this tincture.

Five *Troches* remain—*cui bono?* Few druggists will recognize them, by sight. The *Ointments* show few changes, either in number or composition. Boric Acid Ointment contains less paraffin, so is less firm; Belladonna Ointment contains more wool-fat (but stramonium ointment does not); Diluted Mercury Ointment—"Blue Ointment"—contains a little less mercury—about 30 per cent instead of 33 per cent—and Phenol Ointment is reduced in strength from 3 per cent to 2.25 per cent. No new ointments have been added, and four have been dropped. The changes which appear are mostly in reductions in strength or composition—which are not of serious import.

The *Wines* have all disappeared. These are the forerunners of the tinctures and have

maintained their place because of the vinous odor and flavor. They have no advantages over the corresponding tinctures, and are gradually passing into history. It is doubtful if any of these will be revived, as far as the Pharmacopœia is concerned.

The New Articles. This revision shows fewer additions than preceding ones, there being but 67 in all. A significant fact about these is that approximately a quarter of the number pertain to hypodermic medication, and include sterilized distilled water and Physiological Salt Solution as vehicles, some of the alkaloidal compounds which are employed hypodermically to a large extent, as Caffeine Sodio-Benzozate, Emetine Hydrochloride, Betaeucaine Hydrochloride, Quinine Dihydrochloride, Quinine and Urea Hydrochloride, and five Biological serums. Vaccine is endermatic, but also a surgical form of medication.

The Pharmacopœia has also taken the first step in simplifying the nomenclature of the alkaloidal salts, and has made it quite proper to refer to "quinine bromide," "emetine chloride," etc. This seems to us sensible as well as desirable, and we can well spare the prefix "hydro" from the alkaloidal salts.

Two gases have been introduced, nitrogen monoxide, and oxygen, presumably for the purpose of establishing standards of purity for their use in medicine.

Several of the semi-synthetic alkaloidal remedies have won a place in the U. S. P., as Aethylmorphine Hydrochloride (familiar as Dionine), Betaeucaine Hydrochloride, Diacetylmorphine (familiar as Heroin), and Theobromine Sodio-Salicylate (familiar as Diuretin).

One addition which will interest pharmacists is Corrosive Sublimate Tablets under the title *Toxitaellæ Hydrargyri Chloridi Corrosivi*. These are required to be of an angular shape (not discoid), each having the word "POISON" and the skull and cross-bones design distinctly stamped upon it. Each tablet must contain not less than 0.45 Gm. (7 grains) nor more than 0.55 Gm. (8.5 grains) of mercuric chloride, the remainder to consist chiefly of sodium chloride and sufficient sodium indigotinsulphonate to color the tablets blue.

Most of the other additions are familiar to pharmacists as remedies—except perhaps Phenylcinchonic Acid—and we don't know why that was added. Perhaps the future will disclose its importance.

SOME PHASES OF THE CLERK QUESTION

Monthly Department of
PRIZE QUESTIONS AND ANSWERS

HOW A CLERK FATTENS HIS PAY ENVELOPE.

By HAROLD V. STERLING.

Giving the man for whom I work the best that is in me has been my surest method for swelling my pay envelope. I am constantly on the alert to create new business and to increase old business, so that, when the store's profits for the year are figured, I can point out the results of my efforts. A commensurate salary increase has been my reward for each of the five years I have spent in the firm's employ.

However, my income is not a fixed one, as all of the five clerks in the store receive commissions of various sorts in addition to regular salaries. The largest and steadiest source of revenue is from what are commonly called "P. M." sales.

On sales of our own-make household preparations, on a line of fountain pens for which we have the exclusive agency, and on all toilet articles, such as brushes, mirrors, traveling sets, etc., which retail for two dollars or more, each clerk receives a commission of from two to ten per cent. I fatten my pay envelope about three dollars weekly from this source.

COMMISSIONS FROM SALES.

Biological products from the largest laboratories in the country are a line which we feature extensively to physicians and a part of my duties is to solicit business on these products. I devote rainy and dull days to calling on or calling up physicians and informing them that we have the various products in stock and that we are ready to fill orders. Any new accounts that I capture in this manner are considered my property and I receive three per cent of the sales (on biologicals and pharmaceuticals) made during the first six months a new doctor gives us his business.

For the first half year that the plan was in operation my share of this custom amounted to fifteen dollars.

In connection with our physicians' supply business we make urine analyses at two dollars each, for which sum we furnish a quantitative and microscopic analysis. I perform all of this

work and receive 50 cents commission on such of it as comes from doctors whom I have solicited.

To be perfectly frank, however, the silver coins that come my way from this source are rather few and far between. Most doctors perform their own analyses—or have them done, free of charge, by the State laboratory.

TRIMMING WINDOWS.

I do the window trimming for our store, and the experience gained in that way enables me to pick up an occasional dollar on the outside. A stationer, whose store is located in the near vicinity, dislikes window trimming so much that he pays me a dollar once or twice a month for arranging an attractive display in his store. This work, of course, is performed on one of my off afternoons or evenings.

Another outside activity that nets me about twenty-five dollars a year is a small mail-order business. In the store we put out, under own label, a hair tonic, the formula for which was obtained from the BULLETIN OF PHARMACY. The boss sells it to me in plain bottles for \$5.00 a dozen (about the actual cost).

I place my own label on the tonic and advertise the preparation by means of a small notice in the classified columns of our weekly newspaper. The product is a good one and I have worked up a fair business on it.

A MAIL-ORDER BUSINESS.

In the future I intend to go after the mail-order business more extensively. To that end I am training my younger brother to handle the details. He looks after the filling of the orders, for which I give him a small percentage of the sales. When he has had a little more experience we plan to add other items to our mail-order line, and thus still further increase our incomes.

In common with many drug stores throughout the country we are in quite active competition with wagon venders and house-to-house peddlers. Instead of lying down on the job, however, and watching them secure business that should, perhaps, be ours, we sell to the

venders a number of our own products at a liberal discount from the retail price. They resell the goods, but in so doing place products bearing our name in many homes.

Occasionally one of the venders gets ambitious and wishes to put up his own flavoring extracts, liniments, toothache drops, etc. Right then is when I get busy to hold him as a store customer and, at the same time, make a little something for myself.

INSTRUCTION IN MANUFACTURING.

I tell him that we will sell him essential oils, alcohol, and whatever else is needed to make the preparations. And I further tell him that for a small consideration I will show him how to make his products in the best manner. I do the teaching outside of store hours and feel that I am not divulging any professional secrets, for the information concerning the manufacture of flavoring extracts and other simple preparations is to be had from almost any book of formulas.

During the time I have been with the store I have shown nearly a dozen venders how to make many of the products they sell. For this information I charge one dollar a formula. And in every instance I have held the man's trade for the store. We aim to make a profit of 15 per cent on everything sold to them.

On one occasion a liniment seller had a formula of his own which gave him considerable trouble in that he could not get a clear product. For telling him how the difficulty might be overcome—by filtering the liquid through talc—he paid me five dollars.

Still another source which yields me an occasional few dollars is contributing to pharmaceutical journals. If this article ever sees print, it will mean that my receipts for the year have been added to once again.

HOW I DEVELOP BOYS INTO RELIABLE AND EFFICIENT CLERKS.

By ARTHUR GEORGE.

I always try to assume a sort of "big brother" attitude towards the apprentice who is desirous of rising from errand boy to pharmacist. The memory of my own not-far-back boyhood days is always with me and I am more than willing to pass on the knowledge that enabled me to make the transition from messenger boy to registered man.

A new boy is like a new broom; he sweeps clean, but he can't be expected to do the work of a scrub-brush, soap and water. I therefore make allowances for his uncultivated mind, and allow him to get into the game gradually.

If he is punctual in his comings and goings, attends to his duties faithfully, and manifests a real desire to learn the drug business, I put him in the way of obtaining the desired knowledge.

He commences his training in subjects pharmaceutical by helping around the store when he is not engaged in delivering packages.

DUSTING TRAINS MEMORY.

Dusting stock is a fine way to learn the names and places of the various goods carried. As a result, when I am busy waiting on customers and direct the boy to bring me a package of Epsom salt or a bottle of cough syrup, he knows where the article is kept and can bring it to me, thus saving time for myself and making him feel that he is of real help.

With one boy, whose training I began in this manner, the scheme worked exceptionally well. The store had a gallery which ran around it on three sides, and when a customer called for anything kept up there this little chap upon hearing the customer's request, would, without being told, climb the stairs and procure the de-

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. How much capital should a man have before starting a business of his own?

Submitted by F. D. Eby, Pearl City, Ill.

2. How can we prevent the farmers' trade from going to the general store?

Submitted by Harry G. Cheesman, Wiarton, Ont.

For the best answer to either of these questions we shall award a prize of \$5.00. Other answers, if printed, will be paid for at regular space rates. Every answer should be at least 500 words long and in our hands by October 10.

sired article. Needless to say his forethought was occasionally commented upon by the customers—and a little praise frequently goes a long way.

Of course, the boy has to help in keeping the soda fountain in order, but I don't believe in holding him to it everlastingly, for, if this is done, he becomes discouraged with the drug business long before he is able to creep—much less walk—in his apprenticeship.

WINDOW-TRIMMING TRAINING.

After a boy has become thoroughly acquainted with the stock, I teach him a few rudiments of window trimming. Crude as the results of his work may be, I praise him and encourage him to keep on. I have even gone so far as to have some of my friends congratulate the "window trimmer."

After he has been grounded in the fundamentals of window trimming, I suggest that he change the displays in the show-cases. It is a good idea for the boy, and for the boss as well, to realize that because a certain case has been, for the last dozen or so years, the refuge for quassia cups, powder-puffs, lead-pencils, and playing cards is no reason why it shouldn't be equally effective if filled with water bottles or safety razors.

At this period in the apprentice's career he is fully capable of waiting on stamp customers, and, after having been instructed as to the best way to tie up packages, I believe he may be permitted to wait on the common, every-day class of customers who frequent the store.

GAINING SELLING EXPERIENCE.

Should he make a blunder while waiting on a less finical customer, such as handing out an eye-brow brush when a child's tooth-brush was called for, that customer is more easily placated than would be one of the more or less aristocratic and easily offended class. Of course, mistakes with any class are to be prevented if possible, and I merely suggest that a boy wait on only picked customers at first and sell only picked goods, in order to circumvent as much as possible any chance unpleasantness. To use a rather far-fetched simile, the untried clerk should first wait on less-easily offended customers for the same reason that new remedies are first tried on animals. If results prove satisfactory, their use is continued.

Above all, a good example should be set the

beginner by his preceptor. If a boy sees the boss sitting round in a chair all day or leaning upon the counter for hours at a time, the chances are decidedly few that the lad will develop into an enthusiastic clerk.

ALWAYS APPEARING BUSY.

When the boy is around and the manager feels the need of a rest, let the latter get out a book from the store library and at least pretend to study. Or better still, let him take a piece of wrapping-paper, preferably one that has been used, as an example of economy, and figure out a problem or two. The action will impress the boy and keep the boss in closer touch with his business.

The importance of impressing upon the boy the wisdom of always keeping busy cannot be overestimated, for unless he is so impressed the chances are that his training will cause him to choose loafing as a profession rather than pharmacy.

From the start the boy should be encouraged to prepare for a course in pharmacy, either at a college or by enrolling in a reputable correspondence school. If he hasn't the necessary capital, it might be a good idea to loan him the money. Then when he has completed his course and become a registered pharmacist, he is ready to fill the position of an efficient, reliable, and enthusiastic clerk.

And, finally, to keep him at the highest point of efficiency, it is advisable perhaps to offer him a small percentage of the profits accruing at the end of each fiscal year—and then watch him work.

HOW I WOULD HIRE A CLERK.

BY NORA I. MITCHELL.

Were I in need of a clerk the first thing I should do would be to advertise for one in the *BULLETIN OF PHARMACY*. It would be that kind of a clerk, one who reads a live, up-to-date drug journal, that I should want to work for me.

In my "help wanted" ad I would not try to save a few cents by scrimping on the number of words used, but would make very plain the kind of clerk desired and what he would be required to do. I would state whether I wanted a man or woman, whether the clerk should be married or single, and whether I wanted an experienced person or just a bottle washer.

By such a plain statement I would prevent any embarrassing situation similar to one which arose in a certain store in a western city. The proprietor of this establishment inserted an ad for a pharmacist of several years' experience—no other particulars—in the morning paper of his city, and a woman pharmacist who had more than the requisite training answered the advertisement.

While waiting for the proprietor to show up she had been watching the store's customers, and, consequently, she was not surprised when the owner said: "Oh, I couldn't think of employing a woman pharmacist." Her study of the store had apprised her of the fact that even if he did find it a source of revenue, he could hardly ask a refined and educated woman to dispense "fire-water!"

FINDING OUT QUALIFICATIONS.

When the applicant who had read my ad appeared at my desk, I would first ask for his letters of recommendation in order to learn how former employers regarded his honesty and dependability.

I would then take into consideration his personal appearance, for this means much to any one who has the public to deal with. His per-

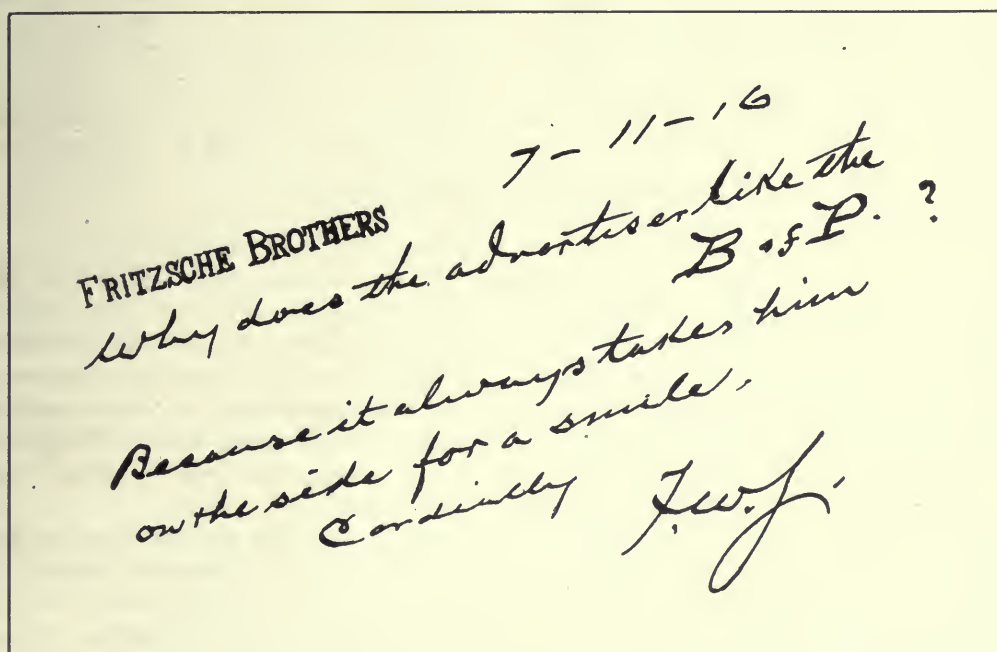
sonal habits would also come under this head. Women form a large part of a store's customers, and there is nothing that is more disagreeable or disgusting to them than to have a clerk hanging on the end of a cigar or cigarette while attending to their wants. If he must smoke, I would insist that he do so off duty.

A third qualification would be a cheerful voice and courteous manner, for it is often the kind of treatment accorded people, rather than attractive displays, that sells goods.

I would find out, from what he has done, what he was capable of doing. If I asked him how many prescriptions were put up in a day or a year at the store where he was formerly employed and he could not give a definite answer, he would not get the place. His lack of definiteness would prove that he was not a clerk whose services I desired.

Some merchants are constantly hiring and firing clerks because they do not go into sufficient details as to the way the work must be carried on. I would try to avoid this difficulty by thoroughly teaching the new clerk the duties of his position. I would show him "how."

I would keep in mind the old Chinese proverb which says: "If you know how, a thing is not hard; if it is hard, you do not know how."



A Question Answered.

We receive a great many appreciative letters and cards—and we reproduce herewith one of the latter, which is somewhat out of the ordinary. The mystery is solved!

Youthful Errors.

The three short papers which follow have a common theme—mistakes in dispensing. Perhaps no druggist has escaped entirely the committing of similar offenses; these experiences, therefore, should strike a responsive chord.

TWO OF A KIND.

By J. D. HOWARD, PH.G.

During the early autumn of 1905 I decided to study pharmacy, and not knowing just how to begin I went to an old druggist who ran a store in our nearest town for advice. He told me that I could go through like a top, and that he would teach me all that it was necessary for me to know for \$15.

He gave me fifteen lessons in sheet form, I turned over to him three fives, and started for home, a distance of about fifteen miles through the country.

In about two weeks I went back to the old druggist and asked him to examine me on the lessons. At this time he asked me to work for him, offering me \$15 a month. He said that he would help me along and make a first-class druggist out of me. I accepted this offer and went to work.

He owned a small stock of general merchandise which he combined with his drug stock. We arranged the stock by putting the drugs behind the prescription counter, the groceries on the side with the soda fountain, and the dry goods on the opposite side. I looked after the fountain, sold candy and cigars, measured cloth, and delivered groceries. It was all in the day's work.

After a while I began to get a little anxious. There didn't seem to be much of a show for me at this place.

I learned that a schoolmate was going to give up his position in a drug store of a near-by town with the idea of studying medicine. I had him recommend me as an experienced helper, and the druggist offered me the job at \$20 a month and board. I readily accepted.

This druggist filled on an average of about ten prescriptions each day, and I hung around the prescription counter and watched him use his scales and spatula, for I knew that he would soon ask me to do this work.

There was a young doctor there who was trying to build up a practice, and he loafed about the drug store a great deal. He was a jolly good fellow, and we soon became warm friends.

THE LABELS REVERSED.

One day the druggist went away and left all the work to me. The young doctor was having steady calls, and he prescribed a four-ounce pepsin mixture for one of his patients, directing a teaspoonful to be taken three times a day after each meal; and for another patient he prescribed four ounces of belladonna liniment with directions to apply freely to the affected parts.

I got in a hurry and put the liniment label on the bottle that contained the pepsin mixture, and the pepsin label on the liniment bottle!

After the rush was over I discovered my mistake, and as soon as the druggist returned I made a quick trip to the house where the liniment had been sent and called for the bottle, stating to the patient that the delivery boy had taken the wrong package.

I next went to see the man with the sprained ankle, and before I had time to state the object of my errand, he told me that he had used only one application of the medicine that I put up for him, and that it had given him great relief. I left the pepsin mixture with him, and on my return I met the doctor and told him what had happened. He laughed and said that he would say nothing about it, and added that it was a very great thing indeed for a patient to have confidence in a medicine.

ANOTHER CASE.

At another time this same doctor prescribed a tonic for a little girl with eczema. He directed the father to have me fill the prescription, and also told him to call for two ounces of camphorated oil and apply it to the irritated parts. After I had prepared the tonic, the father said that the doctor told him to get two ounces of carbolic acid!

In a short while the phone rang. It was the father asking for the doctor. He said that they had applied the carbolic acid as directed and that the child was having fits!

I got busy looking for the doctor, but could not find him. In less than ten minutes I was plowing up the street with a pint of alcohol and some olive oil, but as luck would have it, they

had found the doctor and he was there when I arrived.

After a time the child was quieted. The father acknowledged his mistake in calling for the wrong kind of medicine, and I returned to my work with a keener realization of my responsibility.

Several days after this the doctor came to me and said that he wanted me to be more careful, and that he would take part of the advice to himself, promising never again to send after medicine without writing down the name. He said that the application of carbolic acid had cured the eczema, but added that the cure had been very painful!

After four years of steady work as an apprentice, putting in from twelve to fifteen hours each day, at a small salary, I managed to borrow enough money to take my college course. My finances were so scant that I studied like a Trojan, and at last came through in good order. Shortly thereafter I passed the Board.

AN APPRENTICE GOES WRONG.

BY H. O. LLOYD, BIRMINGHAM, ENGLAND.

I was away from the store at dinner one day, several years ago, when the apprentice telephoned me that he had sold some Godfrey's cordial, and thought he had taken it from the wrong bottle.

Without waiting to make explanations to the family, or even to get my hat, I made tracks for the store as fast as my legs could carry me.

It was useless to ask the youth why he had sold a preparation he had no right to sell. I soon learned what he had done. He had put up solution of antimonious chloride, and I had visions of some infant having it poured down its throat, with terrible results to both the infant and myself.

Questions only elicited the fact that the customer was a young boy, and as my district is a densely populated one, it seemed hopeless for the moment to reach the purchaser before the mischief was done.

It was, however, within ten minutes of the afternoon school session, and I guessed the boy would be going to school. So I wrote three notes, and despatched messengers bearing them to the three nearest schools in the district, asking the head masters to inquire if any boy had purchased Godfrey's cordial from us; if so, to send the boy home to tell his parents not to use the medicine, but to bring it back to the store.

Within thirty minutes the mother of the boy was in the shop. The boy had been found in the first school. Fortunately, too, the mother had purchased Godfrey's cordial before, and she had noticed right away that what she had got in her bottle was not like that she had got before; so she hadn't given any.

By exercising a little diplomacy a satisfactory explanation was given, and the heads of both the apprentice and myself were again normal, the former, I hope, learning a lesson he will never forget.

Since then I have kept all scheduled poisons in locked cupboards.

MIXING THE BOTTLES.

BY W. K. HENDERSON.

I was about 16 years old at the time the incident I am about to relate happened, and working as an apprentice for Dr. —, a druggist in Washington, D. C., serving soda, and waiting on the general drug trade a little, also. One night about 9 o'clock a gentleman came in with a prescription, and handed it to the druggist to be filled, saying he would wait for it. The prescription called for one ounce of Fowler's solution, to be taken in drop doses.

About the same time a colored woman came in, and I not being busy went to wait on her. She handed me an ounce bottle to be filled with Squibb's mixture, stating that she wanted it for her husband, who had eaten something and was suffering from pains in the stomach.

I filled the bottle and stood it on the prescription counter, leaving it while I got a label. The druggist filled the prescription, and stood it near the bottle containing the mixture, while he wrote the directions.

Getting my label, I picked up the bottle which I thought contained the Squibb's mixture, both bottles being the same size and the liquids about the same color. I labeled the Fowler's solution with the Squibb's mixture label, handed it to the customer, and she left the store.

The druggist, having written the directions for the prescription, went to label that and, picking up the other bottle, from habit smelled it, and noticed the mistake.

I got scared, right away. The druggist told me to catch that colored woman and get the bottle from her before she had a chance to give "her man" a dose out of it, adding that there'd be trouble brewing if I didn't.

I hadn't paid any particular attention to the customer, and so help me, I wouldn't have recognized her if she had walked right into the store at that moment. I felt as if I was decidedly up against it!

Without coat or hat, I ran out looking for her. All kinds of thoughts surged through my head. I would be arrested for murder, of course. And there'd be a trial. And then—what?

I made for the "colored" section and began a house-to-house canvas, asking everybody that I saw if they had bought medicine at our drug store.

The more negative answers I got, the more frightened I became. But at last I found her, in a little side street, and asked her if she had given any of the medicine.

"Yes," she answered; "a teaspoonful."

Seeing the bottle on a table, I grabbed it up

and without offering any explanation I started on a run for a doctor. While running I drew the cork from the bottle and scattered the contents along the street; and at the first sewer opening I passed I threw the empty bottle into it, thinking to get rid of everything.

Getting a doctor, we hurried back and found the man in much pain. With a stomach pump we succeeded in relieving him.

My, but I was frightened! And I certainly did feel better when the doctor told me the man would get all right.

I then explained the mistake to the man's wife, told her how sorry I was, and offered to do anything I could for her. She was so glad her husband was out of danger that she said, "Everything is all right."

This little experience certainly taught me a lesson. And it shows how easily a serious mistake can be made.

LITTLE HELPS IN PROMOTING BUSINESS

By CHARLES A. GODDARD

One season a certain store attracted a great flock of prospective patrons to its display of poultry and stock foods by a novel guessing contest—a contest that connected up splendidly with the preparations on sale.

One of the windows was enclosed part way to the top with wire poultry netting. Two enclosures were made by a partition gate. On one side was a large rooster; on the other a pail of shelled corn. A show-card above the enclosure announced the nature of the contest. It read as follows:

How Many Grains of Corn Will Jim Eat?

If you think you know something of a rooster's appetite try to guess how many kernels Jim will eat next week. Next Monday we will open the gate and let him start on the corn in the pail. We have counted the kernels. At 5 o'clock Saturday, May 16, we will take him away and count the remaining kernels. Make your guess at any time before noon of that Saturday. To the man guessing the nearest we will give a box of cigars; to the woman who makes the best guess, a box of candy. A prize will also be given to the best guesser among the boys; another to the best guesser among the girls. There is no charge for registering your guess.

As the rooster's enclosure was low, the space on top made a fine base for the display of the

poultry and stock preparations. The contest caused a great deal of speculating. It is said that the farmers made tests for themselves.

HUMOROUS SHOW-CARDS.

"You'd be surprised to notice how many folks will stop and 'have a smile on you' if you place a humorous show-card in your window once in a while," a druggist said recently. "Such signs help to catch the eye of pedestrians, and people get into the habit of stopping to see what you have. Here's one that caused much laughter and talk: *If You Don't Use Our Soap, For Goodness Sake Use Our Perfumes.*"

A certain druggist's strongest competitor gave trading stamps to purchasers. The druggist placed this card in his window: *Here's the Kind of Trading Stamps—Redeemable Anywhere—That We Give You. You Save Them By Buying At This Store.* Around the edge of the card were attached new one-dollar bills.

Another card that a druggist displayed frequently read: *Of Course If You Wish to Pay High Prices We Can't Stop You—But You Can't Do It in This Store.*

THE FAMILY ORDER-PAD.

A Middle West drug store uses a "family order-pad" to get the big share of the purchases made by the family. This has a string to be used in hanging the pad in a handy place. Here is the offer that makes the plan so successful:

Hang This Pad In a Handy Place. As you think of them, jot down the items you need from our store. Send your child with the order, if you are too busy to come yourself; your child will be given as prompt and as careful attention as you would receive were you here in person. With the goods we'll send back your order-slip. Save these slips. When your child has 25 of them we'll present the child with a box of candy.

SOUVENIR SPOONS IN PACKAGE CANDY.

Using souvenir spoons as the basis for a prize offer, one druggist sold a windowful of candy in short order. In twelve boxes of candy he placed souvenir spoons. The boxes were mixed in with the others in the window and this card placed before the display:

Regular 60-cent Candy—48 Cents a Box.

Also a souvenir spoon to each of twelve purchasers Free.

In 12 of these boxes are souvenir spoons. Select the box you wish and get 60 cents' worth of candy for 48 cents. And get a chance to win a souvenir spoon.

A SENTENCE-FORMING INDUCEMENT.

And here is another one. A druggist had printed several hundred paper strips about two by twenty inches. The strips read: *Cook's Drug Store Saves You Money And Sells Pure Drugs.*

Then he had the printer cut out the strips so that there was one word to a strip. He threw away all but a dozen of the slips bearing the word "Money." The remaining slips were enclosed, with a circular advertising some of his articles, in cheap, manilla envelopes. When sealed the envelopes were shuffled and one envelope wrapped with each package leaving the store. The face of the envelope was printed to explain the offer. The announcement read as follows:

One Dollar For a Sentence!

In this envelope is a slip of paper bearing a word from the sentence, "*Cook's Drug Store Saves You Money and Sells Pure Drugs.*" Save this slip and others that you get with your purchases at this store. When you have slips to make the complete sentence as above, bring them in and we will give you \$1.

One druggist uses a thermometer to call attention to his fountain. He drained the mercury out of an old, large advertising thermom-

eter and filled it to the 70-degree mark with a red liquid. Then he mounted the whole thermometer on a piece of composition board, putting the instrument near the top of the board. Below he lettered:

If You Must Look at a Thermometer, Look at This One. It Shows You the Temperature of Our Cool Refreshment Room. Come in Where It's Cool.

Today's Specials:

Then followed a list of the fountain specials printed or stamped on strips of paper and pasted to the board. People looked.

Another druggist was located just outside the down-town district, but fortunately on the street leading from the depot to town. In warm weather thirsty passengers walking up town saw a sidewalk-sign in front of the store which read:

It Will Seem Like

10 Miles to Town

Unless You Stop for a Cooling Drink at Our Fountain.

The line "It will seem like" was in very small letters, and the "10 Miles to Town" very large. The second line was all that could be read at a distance. People took the hint.

Saying a thing in a new way often helps. A drug-store window trimmer was asked to get up a window for a new brand of five-cent cigars. He used all the lithographed material that the jobber had furnished and added a card of his own.

His card had six cigars mounted on it perpendicularly; the margin of space between the fifth and sixth cigars was considerably greater than between the others. Above the first five was this lettering: "Smoke these five for 25 cents." Then above the sixth cigar was this line: "This One Free." A new way of offering six for a quarter.

Most stores make it a point to say "Thank you" at the time the package is handed the patron. One store also says it after the package reaches the home. This store puts in each package a neatly printed slip reading:

THANK YOU!

for making this purchase of us. We appreciate your patronage and hope to merit each purchase you make at this store. We also wish you to tell us at any time of any cause for dissatisfaction you may have with our goods or our service—we aim to give you the best in each. Come in and see us again.

ADVERTISING MY DRUG BUSINESS

By ARTHUR G. TRACEY,
Hampstead, Maryland

The town of Hampstead has a population of about one thousand, and is surrounded by a farming community; and scattered through this rural district are many small villages, none of which has a drug store.

The local newspaper, issued weekly, reaches a majority of the residents of the neighborhood, and its coming is looked forward to by many of its subscribers.

My advertisement appeared in every issue of this paper for several years, the style of the ad being changed nearly every week. Sometimes it appeared sideways, and even at times upside down—this being done in order to draw special attention to it. The size of this ad was usually two columns wide and six inches long. Sometimes a coupon would appear, being good for ten per cent of any cash purchase up to and including a fixed date.

This kind of advertising got some responses, but in proportion to the cost the results were not entirely satisfactory to me.

Next I dropped this, and scattered small statements, or "readers," throughout the pages of the paper, such as "Tracey's Korn Knocker knocks corns for ten cents;" "Our Kidney Pill will fill the bill;" "There's no dope in Tracey's Brown Cough Mixture," and many others of similar nature. This proved to be very much more satisfactory, as the cost was less and the results more gratifying; it also generated a greater demand for my own make of goods. Still I felt that better results could be had if a more personal kind of advertising was carried out.

Then I started sending out circular letters, having obtained the names of the people and shaped up an excellent mailing list. Every month I had little stories printed about some of my preparations, and offered special prices on certain pieces of goods for a limited length of time. This met with a fairly good response, but did not get as large a proportion of the people interested as I wanted.

MAKING A TEST.

Now in order to know exactly whether this was a better way than putting the same

amount of expense into newspaper space, I ran exactly the same ad in the paper that I sent out in the circular letters, and mailed the circulars so that they would reach the people at the same time that the paper would reach them. The ad at this time was in the form of a coupon to be signed and returned in order to get the benefit of the reduced price offered—which, by the way, was an exceptionally good offer this time. I wanted the greatest possible returns in each case, and after trying this experiment three times, the comparative results were two to one in favor of the circular letters.

But in neither case was the percentage of response as great as I felt it should be.

The idea now came to me that if circular letters were good, then first-class letters ought to be better, as I knew that many people do not even look at a piece of mail when they know it is an advertisement. So I started sending out personal letters under a two-cent stamp.

This necessitated more than twice the expense in order to reach the same number of people, but it surely does pay well for the added expense.

A PERSONAL LETTER.

Now I send out, once a month, a personal letter, gotten up just as if I had the man in my store and was talking to him as a personal friend. I tell just how it is to his advantage to use a certain article, and why it is most economical to buy that piece of goods of me.

I guarantee everything that I sell, and very cordially return the money to any one who requests it. I do not lose anything by this, as a refund is seldom called for; and when it is I generally make a friend where a lot of harm might be done if I did not return the money.

People surely do talk, and if what they say is not good it will be bad.

Another thing. I deliver goods free by parcel post, and advertise that fact strongly when the roads are at their worst. Consequently during rough weather my phone is the busiest machine about the place.

With each letter that I send out there is a neatly gotten-up card offering a good discount

on a certain article to the party who returns the card. This gets rid of a lot of old stock. It keeps a check on who is reading our letters, also.

Another advantage of first-class letters is that they are delivered or returned, and I know that every letter reaches its destination—or that it doesn't. A circular gets thrown out of the mail if it is wrongly addressed or if the party has moved away. My system keeps my mailing list always approximately right.

I have a form letter which I send to every one coming into the neighborhood. This, in

my opinion, is the kind of advertising that gets the most good out of a dollar spent. The cost is not great.

I have my letters printed with type exactly like the kind on my typewriter, and have the same colored ink used. This can be worked out in such a manner that it is hard to tell that it is not all done on a typewriter. I sign each letter in my own handwriting.

Nothing is done that looks cheap, and everything has to be just so. I have tried using duplicating machines, but do not like them.

The very best isn't too good.

MAKING A CARD-WRITER'S TABLE

By R. R. FEAGANS

A very essential feature of a show-card writer's outfit is a good, substantial table. This table should at the same time be adjustable.

It is not a very difficult task to make one. The show-card writer can do it himself if he possesses a little mechanical ability, has the

glance is quite enough, it would seem. The end pieces measure $3\frac{1}{2}$ by $1\frac{1}{4}$ inches by 3 feet. These upright timbers, set into appropriate foot-pieces, are mortised and held by screws.

Underneath the top extends a half-inch gas-pipe, fitting between two pieces, the latter being marked, in Fig. 2, thus: $\frac{7}{8}$ inch by 4 inches. The gas-pipe does not extend through these pieces, just up to them on either side; and on each end of the pipe is a washer, to prevent cutting into the wood.

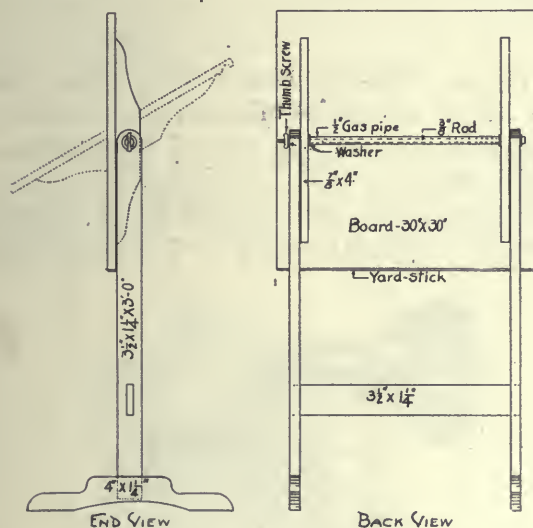
Running through the gas-pipe and extending through the two pieces marked $\frac{7}{8}$ inch by 4 inches, and also through the two upright pieces, is a $\frac{3}{8}$ -inch iron rod. Washers are on each end of this rod also, and on one end there is a thumb-screw (see cut).

The table top is 30 by 30 inches. It may be adjusted to any angle and held in place by tightening the thumb-screw.

An ordinary yardstick is tacked on the lower edge of the table top, thus doing away with the use of thumb-tacks.

The measurements are, of course, optional. They may be varied to suit. If a man wants a bigger table, or a smaller one, it is surely his privilege to make it. But I have found the size described and depicted about right for my own use.

The cost will vary, but ought not exceed three or four dollars.



time, can borrow the tools, and can raise the price of the necessary material.

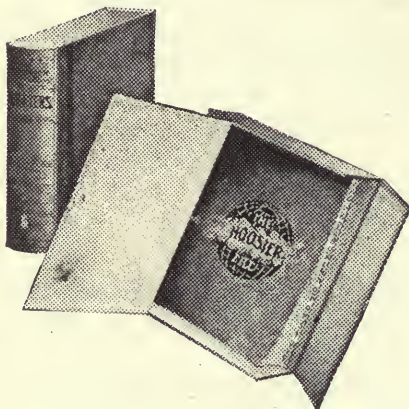
Well-seasoned poplar was used in the one pictured in the accompanying drawings. But any good light lumber will do as well.

Take first the end view—see the cut. A

Money-makers and Money-savers.

Information as to where any of the articles mentioned in this department may be obtained will be furnished upon application. Address "Department of Money-makers," THE BULLETIN OF PHARMACY, Detroit, Mich.

Instead of having bills and other important papers scattered loosely in a drawer or carelessly stuck on a spindle, they may be kept in an orderly fashion in this substantially-made



file. Separate compartments are provided for each letter of the alphabet, and when the volume is closed it takes up but little room on the desk. The file is inexpensive.

* * *

Druggists who carry sick-room and hospital supplies say that this device is a ready seller. It consists of a one-quart glass jar, enclosed within an attractive aluminum-finished double-



walled container, zinc lined, and so constructed as to be a non-conductor of heat. With it cracked ice may be kept unmelted for many hours, and iced water placed therein on retiring will be found cold and palatable in the morning. Because of the non-conducting quality the jar is also well adapted for retaining the heat of broth, gruel, or other food placed in it when hot.

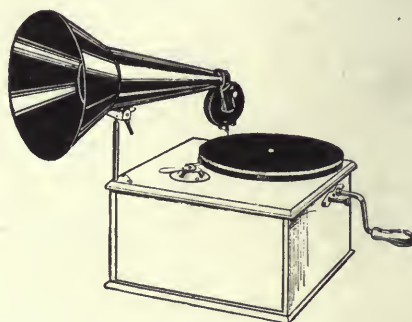
Here is an assortment of rubber chair tips for furniture the sale of which nets the dealer liberal profits. The assortment comprises six different styles and sixteen different sizes of tips and is packed in a neat box so that it can be displayed on the top of any show-case. When any one size gives out it can be replen-



ished. Rubber chair tips prevent injury to floors and stop unnecessary noises in public halls and restaurants.

* * *

People in moderate circumstances who cannot afford high-priced phonographs are excellent prospects for the sale of this machine, which retails at \$4.00. It is not a toy but a real phonograph, and one that has a splendid tone and will play any size or make of disc



record. The motor is guaranteed for six months. The finish is attractive in every way. Druggists who handle the phonograph make a profit of \$1.34 on each machine in addition to the profits resulting from the sale of records.

Here is a tank for dispensing glycerin, oils, and other heavy liquids in a cleanly and convenient manner. Bottles are filled directly from the pump spout and all drip returns to the tank, a factor that means considerable saving, especially in the handling of expensive liquids.



The tanks are made of heavy tin, handsomely decorated, and are claimed to give satisfaction in continual service. The tanks are furnished both lettered and unlettered.

* * *

This electric questioner makes an out-of-the-ordinary novelty to offer for sale during the coming holiday season. Twelve cards, embracing all sorts of subjects, accompany each



questioner. There are 48 pins on top of the board, over which a perforated card is placed, with 24 questions on the left side, and 24 answers on the right. To operate the questioner a key attached to a flexible cord is placed on

any desired question. A pointer attached to a second flexible cord is then taken up and with it the answer pins are tapped consecutively until the signal is given, when the answer can be taken from around that pin. The questioner affords much fun and instruction, especially to children, and has been demonstrated to be a good Christmas seller at the price of \$2.75.

* * *

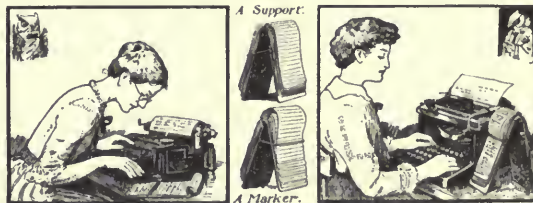
Practical jokers are present in every community, and the druggist who supplies them with harmless tricks is likely to find that his



receipts increase materially. The "imitation fly" pin illustrated herewith is a well-made lasting article which is claimed to be so true to life that it cannot be told from a real fly. Much fun is had with it by jokers who take pleasure in inserting it in places where a fly is out of place. Joke novelties similar to the "imitation fly" are profitable to handle as the average profit is close to 150 per cent. Sales helps are included with each order.

* * *

Where typewriter and office supplies are carried, this stenographer's note-book makes a quick-selling addition to the line. It is a note-book, holder, marker, and bookmark combined



in one, the use of which is claimed to save 25 per cent of the operator's time and which also allows the operator to sit erect and comfortable while transcribing notes. The difference in cost between this and ordinary note-books is slight—an additional reason why it is not of the "shelf-warmer" class.

BOARD QUESTIONS ANSWERED

AN IOWA EXAMINATION.

CHEMISTRY.

(Continued from the August BULLETIN OF PHARMACY.)

5. Name and describe the halogens, giving their chemical symbols.

Bromine, chlorine, fluorine and iodine, when exercising negative polarity, are called halogens.

Bromine, symbol Br, is a heavy, dark, brownish-red, mobile liquid evolving, even at ordinary temperatures, reddish fumes, highly irritating to the eyes and lungs, and having a peculiar suffocating odor, resembling that of chlorine. Its specific gravity is about 3.016 at 25° C. Bromine is soluble in 28 parts of water at 25° C., and readily soluble in alcohol or ether (with gradual decomposition of these liquids); also in carbon disulphide, and in chloroform, with a deep reddish color.

Chlorine, symbol Cl, is a yellowish-green gaseous fluid, with a penetrating, suffocating odor. It is a supporter of combustion. Its specific gravity is 2.47. When the attempt is made to breathe it; even much diluted, it excites coughing and a sense of suffocation, and causes a discharge from the mucous membrane of the nostrils and bronchial tubes. Chlorine manifests great affinity for hydrogen and hydrogen derivatives, most of the latter being so decomposed by the chlorine that hydrogen is removed from them, and hydrochloric acid is formed.

Fluorine, symbol F, in the free state is a greenish-yellow gas. Very little is known, however, concerning the properties of free fluorine because the intensity of its chemical energy is so great that it cannot be retained in an uncombined state long enough to study it. Its atomic weight is 18.9.

Iodine, symbol I, consists of heavy, bluish-black, dry and friable plates, having a metallic lustre, a distinctive odor, and a sharp and acrid taste. Its specific gravity is 4.948. It is soluble in about 5000 parts of water, and in 10 parts of alcohol at 25° C.; freely soluble in ether, chloroform, or carbon disulphide. Iodine volatilizes slowly at ordinary temperatures.

6. Give identification tests for iodides.

If to 5 Cc. of an aqueous solution (1 in 20) of a soluble iodide 1 Cc. of chlorine water be

added iodine will be liberated and impart to the solution a light reddish-brown color. On agitating this mixture with a few drops of chloroform the latter will acquire a violet color.

Insoluble iodides should be transposed by hydrogen sulphide, the insoluble sulphide removed by filtration, the excess of hydrogen sulphide removed by boiling, and the solution then tested for hydriodic acid by means of chlorine water and chloroform.

7. Name the natural source of the following elements: (a) As, (b) I, (c) Hg, (d) P, (e) K.

(a) Arsenic occurs in the free state, but more abundantly in the form of sulphides and other compounds. The most common arsenical ores are realgar, As_2S_2 ; orpiment, As_2S_3 ; arsenical pyrites, FeAsS ; and "kupfernickel," NiAs .

(b) Iodine accompanies chlorine and bromine, the halides of these three elements being generally found together in sea-salts and in salt-springs and salt deposits. The ashes of sea-plants contain iodides. Large quantities of iodine are also obtained from the residues of the mother liquids collected in the process of separating sodium nitrate from the saltpeter deposits of Chili.

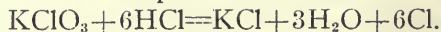
(c) Mercury occurs in nature in the form of crystallized mercuric sulphide called cinnabar.

(d) Phosphorus occurs mainly in the form of calcium phosphate in the mineral apatite and in bones.

(e) Potassium occurs abundantly in the granite rocks in the form of silicate in combination with other silicates. Hence it also occurs in soils derived from these rocks, and in plants growing in such soils. Another source is acid tartrate of potassium, called "tartar" and "argols," which is deposited from the fermented juice of grapes in the making of wine. The most abundant source of all, however, is the potassium salts found associated with magnesium salts in the immense salt beds at Stassfurt, Germany.

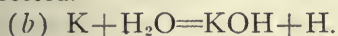
8. Complete the following equations: (a) $2\text{KClO}_3 + 4\text{HCl} = ?$ (b) $\text{K} + \text{H}_2\text{O} = ?$

(a) When potassium chlorate and hydrochloric acid are brought together the following reaction takes place:



Therefore if 2 parts of KClO_3 were mixed with 4 parts of HCl there would be formed

potassium chloride, water, and chlorine, while the excess of potassium chlorate would be unaffected.



DISPENSING.

9. Criticize the following prescription, giving particular attention to incompatibilities, method of compounding, dosage, and suitability for compounding:

Bismuth subnitrate2 drachms.
Aromatic sulphuric acid.....4 fluidrachms.
Syrup of ginger.....1 fluidounce.
Chalk mixture.....4 fluidounces.

Make a mixture.

Directions: Teaspoonful in some water every four hours.

The incompatibility in this prescription is quite pronounced. When chalk mixture has aromatic sulphuric acid added to it, carbon dioxide is liberated and calcium sulphate formed. Bismuth subnitrate also liberates carbon dioxide from chalk mixtures, probably causing the formation of some bismuth subcarbonate and a calcium compound. If the prescription is filled as written a combination which is probably quite different from the one intended by the physician results. For that reason the doctor should be asked to modify it.

10. Criticize the following:

Tincture of ferric chloride...2 fluidrachms.
Spirit of nitrous ether.....4 fluidrachms.
Powdered acacia3 drachms.
Syrup1 fluidounce.
Peppermint water, to make...3 fluidounces.

Make a mixture.

Directions: Teaspoonful three times daily.

In compounding this prescription the acacia should first be mixed with the peppermint water in order to form a mucilage. Mucilage of acacia, however, is incompatible with both of the first two ingredients, forming a gelatinous semi-solid with chloride of iron, and being precipitated in a ropy rubber-like condition by the alcohol in both. To make a presentable mixture, first fortify the mucilage with the syrup, then add the other ingredients a few drops at a time, shaking thoroughly after each addition, and give time for the mucilage

to overcome the attack before more is added. The result is a bright, clear, ruby-red liquid.

11. Criticize the following:

Potassium chlorate.....4 scruples.
Tincture of guaiac.....4 fluidrachms.
Tincture of cinchona comp..5 fluidrachms.
Oil of peppermint.....20 minims.
Honey1½ fluidounces.
Water, to make.....6 fluidounces.

Mix according to art.

Sig.: Use as a gargle.

Unless care in manipulation is exercised the guaiac resin from the tincture will be thrown out of solution. To make a presentable mixture, place the honey in a mortar and triturate with it the tincture of guaiac, added in small portions. Then dissolve the potassium chlorate in the water and mix with the honey and guaiac. Finally, add the tincture of cinchona compound to which the oil of peppermint has previously been added.

12. Criticize the following:

Oil of turpentine.....8 Cc.
Powdered tragacanth1 gramme.
Syrup of orange.....15 Cc.
Water, to make.....60 Cc.

Mix and make an emulsion.

Directions: Dessertspoonful every four hours.

Rectified oil of turpentine should be used in place of the oil of turpentine as the latter is not suited for internal use. Then proceed as follows: Place the oil in a dry bottle, add the tragacanth, shake, add 15 Cc. of water and shake vigorously until an emulsion results. Add the remaining ingredients gradually.

13. Criticize the following:

Zinc oxide2 drachms.
Solution of lead subacetate..2 fluidrachms.
Spirit of camphor.....3 fluidrachms.
Glycerin1 fluidounce.
Water, to make.....8 fluidounces.

Mix and make a lotion.

Sig.: Apply locally. Shake before using.

A presentable mixture may be made from the foregoing by triturating the zinc oxide to a smooth paste with the glycerin, adding the water, and lastly the spirit of camphor and lead water.

(To be continued.)

LETTERS

COMMERCIAL EPSOM SALT IN EGYPT.

To the Editors:

Here is the account of an experience which may prove of interest to BULLETIN readers who make it a practice to test their purchased chemicals:

Not long ago I was in the market for a barrel of Epsom salt, but before buying a lot of good appearance that was shown me I decided to make a few purity tests. Accordingly I dissolved a small quantity; no change was evident at first, but after standing for fifteen or twenty minutes a cloudy, yellowish-red appearance developed which some hours later resolved itself into a yellowish-red precipitate.

I was inclined to believe that the precipitate might be caused by the water of our country, which comes from artesian wells, and which contains salts of calcium likely to combine with part of the sulphate in the Epsom salt to form calcium sulphate. Therefore, I made up a solution of the salt with distilled water, which solution did not develop a cloudiness or precipitate.

Upon testing for iron, however, I found the cause of my difficulty. The iron in the Epsom salt combined with the carbonates present in the artesian well water to form ferrous carbonate, which upon standing was changed to ferric oxide (in a solution saturated with carbon dioxide). Hence the yellowish-red cloudiness and precipitate.

The sample tested also gave a reaction for chlorides with silver nitrate. Arsenic I did not find.

Because of these discoveries I decided to test other samples in order to see if all commercial Epsom salts contained the same impurities. I procured from my store a packet of the salt in stock there and subjected it to examination. No iron was found.

I determined to assay it for identity, however, because from the formation of the crystals I doubted its genuineness. Tests applied convinced me that the article supplied to me under an Epsom salt label was not magnesium sulphate but sodium sulphate!

When I called up the dealer who had "sold" me, he insisted that the substance sent me was really Epsom salt. Then I asked him to make

an assay himself in order to convince me that I was wrong. Two days later he telephoned that I was very right and that he intended to return the ten barrels of spurious product that he had on hand.

He further informed me that he had a lot of genuine Epsom in stock, and I ordered a sample of it. This time it was really magnesium sulphate, but contaminated with iron as was the first package. Thereupon I purchased a quantity from another dealer, after convincing myself as to its genuineness and purity.

Hereafter when I buy magnesium sulphate or sodium sulphate I am going to test it.

JOHN N. KOUTOUPAS.

Zeitoun (near Cairo), Egypt.

EDUCATING THE PUBLIC.

To the Editors:

For the purpose of acquainting the public with the constant price changes—mostly upward—which have been brought about by the European war, the editor of the *Houston Chronicle* publishes occasional letters over my signature.

Here is my letter which appeared in July under the caption "The High Cost of Drugs":

High prices continue in drugs, dyestuffs, leather, paper, and glassware.

Since the writer published an elaborate price list of chemicals in January last, it is not necessary to do so again, as the public is fully aware of the fact that most of the drugs have since that time increased very rapidly. Some items—very popular indeed—have gone up in value steadily.

Castor oil, cod-liver oil, and senna leaves are the latest on the list of advanced values. The ever-popular moth balls come very high this season, as they have to be sold from 25 to 35 cents per pound. Even Paris green, London purple, and chloride of lime, three very necessary and seasonable drugs, are advancing in price so steadily that at present we cannot tell what or when the end of the upward movement will be.

As a consolation, however, we must report that a few drugs—in the past two months—have actually declined. You can soon kill your malaria with cheap quinine again and use carbolic acid and mercury as freely as ever. Glycerin also has been good enough to come down somewhat from the high-price pedestal.

The dyer and laundryman are still kicking about the enormous value of oxalic acid and about the utter absence of green and blue aniline dyes, and others about the high price of citric acid.

The people at large have lots of complaints to lodge against the effects of the war.

The bottles of ink and the size of the writing tablets have a changed look for smallness; glassware and tinware cost a great deal more than they did three

months ago; leather goods are in the same boat, and rubber articles have fared just as badly.

If the war lasts another year and the British blockade remains as effective as it has been in the past there is no telling how many more lines besides the druggist's will be badly affected, and no doubt many items will be unobtainable at any price.

Right now there is no importation of drugs possible, and stocks of veronal, euquinine, antipyrin, salipyrine, and ichthyol are almost exhausted. There is no gelatin or camel-hair pencils to be had in the market. The manufacturers have been unable to furnish any blue or green dyes since last October, and they cannot tell when they will be able to supply the trade with those much-wanted colors again.

In six months from now the writer will again report whatever there is of special interest concerning price advances or declines in the field of drugs and allied products.

A letter similar to the foregoing is published every six months, and not only does it keep the public posted as to the market prices of drugs and merchandise, but it also helps every Houston druggist, who has to explain the reasons for the higher prices in so many articles in his store.

I. LEWYN.

Houston, Texas.

COMPOUNDING—BAD AND GOOD.

To the Editors:

It is the contention of some critics of our profession that modern prescription filling consists in simply counting out pills or pouring a liquid from one bottle to another. To demonstrate that such a contention is without foundation I wish to submit a prescription (!) which was brought to us for compounding not long since.

Here is the prescription:

Gin	1 pint.
Dandelion	1 ounce.
Beaucue (buchu)	½ ounce.

Take two or three large onions, cut fine, put them in a bowl, and pour on them the above mixture.

Directions: Take 3 or 4 spoonfuls in half a glass of water with a little sugar three times a day. When the onions are gone add more.

It's surely a wide gap that separates such combinations from ready-made pharmaceuticals!

However, not all our prescription problems are of that nature, and for the benefit of BULLETIN readers who have encountered the same difficulty I wish to state how I prevent syrup of ferrous iodide from turning yellow. When

the official formula (of the U. S. P. VIII.) is used the discoloration almost invariably takes place no matter how carefully the syrup may have been prepared.

To overcome the difficulty I use only one-half of the amount of diluted hypophosphorous acid directed by the Pharmacopœia. I have followed this method for nearly a year without ever once having the preparation discolor. Where the full amount of acid is used it is my belief that partial caramelization of the sugar takes place.

EMIL REYER.

South Bend, Indiana.

[NOTE BY THE EDITORS.—In the formula which appears in the recently issued U. S. P. IX. the tendency to caramelization is lessened by cutting the amount of syrup from 600 grammes to 575 grammes. The presence of all the acid is essential to prevent decomposition of the ferrous iodide.]

WHAT DO YOU THINK?*

To the Editors:

Legitimate profit—is there such a thing, and if there is, what is it? The question has often arisen in my mind as to how far a druggist has a right to go in the matter of profit. Many a man sizes up his customer and states the price accordingly; many a man lies about the cost of an article to prove that he is selling it at a low figure; many a man takes advantage of the situation of non-competition and puts it on



A Missouri Druggist.

Ed. Mesplay, Granby, Missouri. Mr. Mesplay and Dr. H. L. Wilbur comprise the Granby Drug Company.

hard on everything he can; many a man poses as a friend of the people by cutting the price-marked goods and then soaking it to the innocent ones on prescriptions!

To-day there are twice as many drug stores in the country as are needed, and many of them piece out a miserable existence by trying to get high prices on things they find a customer ignorant about.

I know a town of moderate size that has fifteen drug stores within three blocks of one another—when three, or even two, would be amply sufficient.

I know of another town of 1100 or 1200 people that has four or five drug stores. Yes, I know of a town of not over 500 inhabitants that has four drug stores.

The United States has taken upon itself the task of curbing the larger organizations, when they try to make too much money. Why shouldn't the authorities do the same thing with the smaller institutions? And would it not be just as well, while the United States is at it, to permit each State to regulate the number of drug stores in a community, thus preventing the existence of stores whose stocks are old and inert, and preventing the proprietors of ill-provided pharmacies from resorting to all sorts of underhanded practices to "get by?"

The big curse to-day of this country is too many drug stores. How can the matter be mended?

I am against the price-protection plan entirely, simply because the result would be only to bring into existence more stores to eat up a reasonable profit for any one of them.

Again, what is the use of raising our requirements for admission to the practice of pharmacy, when it is a fact that each day brings the druggist nearer the time when his knowledge will be useless? Assayed tinctures and fluidextracts, serums, antitoxins, proprietary preparations, specialty houses for furnishing the physicians with compounded prescriptions—all these are working together to put the druggist on a par with the grocery clerk.

In general, what do you think?

Writing paper is so high now that I will close before having to use another sheet.

Meridian, Miss.

GEO. W. STAPLE.

NO HUMOR FOR HIM.

To the Editors:

If the enclosed note is considered worth while, by all means publish it in your "Fun

Please
give bearer
some medison
for dinfinty.
B. hapter go
to the house
af comings
about every
2 hours.

Corner." It may provoke a smile or two, although I am quite ready to believe that our friend failed to see the humor in it.

Greytown, New Zealand.

H. V. HALSE.

ONE FROM AUSTRALIA.

To the Editors:

I often read in the BULLETIN with a great deal of pleasure and amusement some messages sent to druggists. I enclose a slip (the original) which I received a day or so ago.

What the lady wanted and what I sent her

1/2 Bck of Emon, Laudanum
& Met. Spts
get the Chemist to mix same
It is dead poison

was ammonia, laudanum, and spts. methyl, of each, 1 ounce.

I may add that I consider the BULLETIN an asset to my pharmacy, as from time to time I get valuable information from its pages.

P. PEOPLES, JR.

Harden, N. S. W., Australia.

I am enjoying your BULLETIN OF PHARMACY immensely. The only trouble is it does not come often enough. We can't get too much of a good thing. HENRY F. ALLE.

Covington, Ky.

PRACTICAL PHARMACY

Urine Specimens.—

What constitutes a sample of urine and how such a specimen should be taken are set forth interestingly in an article by John A. Steffens which appeared in the February issue of the Alumni Journal of the Columbia University College of Pharmacy.

According to Doctor Steffens, sampling of urine depends upon the object to be achieved, namely, the insight into general bodily conditions, the functioning of the kidney, the condition of the urinary tract and its bacterial flora. The physician often desires only a report on the bacteria present or absent, but most often combines the first three and neglects the latter.

In general, a sample of urine should be the secretion and detritus of the urinary tract from the kidney to the mouth of the urethra, unmodified in any way, taken under known conditions of diet, medication, bodily exercise, and nervous condition. Since diet, medication, bodily exercise, and nervous condition may not be known, and as all samples contain more or less foreign matter, allowance should be made in the interpretation of analyses. Some physicians make too many allowances, others take every result as absolutely representative. In all cases judgment should be exercised.

Some rather rigidly moral males and females receive a shock when ordered to prepare a sample of urine, and following the nervous shock the kidney behaves abnormally, either secreting more copiously or causing a retention of the urine. Others try to make conditions as favorable as possible for a clean bill of health by sudden regulation of habits, purging, and copious drinking of water. Some people seem to require "spirituous" consolation. Thus the nervous state of the patient and resultant acts may completely change the nature of the urinary indications.

Bodily exercises and excessive sweating, especially when the patient is not used to that state, may create a temporary state of urinary excretion which is abnormal. Diet may similarly falsify a result, as in the case of a girl who had only recently been hired in a candy shop, and showed a few per cent of sugar due to overindulgence in sweets.

Foreign matter in the form of accidental additions may vary from pieces of shirt to caterpillars. An annoying and common form of foreign matter in the urine of women is vaginal detritus, which should be removed by douching before the sample is taken. Foreign matter often vitiates the microscopical examination.

Containers for urine need some consideration. They should be washed and a minimum of water left in them. The kinds of containers that are chosen are various. Women usually have an empty perfume bottle; men frequently find the whisky flask convenient. Old medicine bottles, milk bottles, pint cans, thermos bottles, gallon cider jugs and preserve jars have been pressed into service. Of course, the form of container has no effect upon results, but previous contents may. A maple syrup bottle once caused a careless patient to do some worrying over his supposed diabetes.

Cases of falsification of samples vary from the unconscious to the criminal. An instance occurred in

which cane sugar was put into a husband's urine under the mistaken idea that it was the same as dextrose. It is alleged that the wife desired a trip to Europe in order to take her husband to Carlsbad. This was before the war, of course.

A sample should be fresh in order to avoid changes in the detritus due to the osmotic action. If fresh samples cannot be obtained, they must be preserved, as decomposition occurs so readily and is so destructive. For general use, the preservative likely to give most satisfactory results is thymol, but this, like all other preservatives, has its objections. Cold storage is not always advisable, particularly with concentrated urines that precipitate sodium urate granules.

For general results, a sample before retiring and one on rising give a simple method for obtaining a fair index of the patient's condition. Separate analyses are advisable, but analysis of a mixture of the two is good. This has the advantage of indicating the condition after a day's work and after complete rest. The time of sampling is most convenient and the psychological effect is at a minimum.

The importance of correct sampling and the avoidance of errors due to changes, whether natural or artificial, cannot be overestimated. Judgment and simple observation, coupled with frank and tactful statements, may save years of valuable life.

Two Seasonable Preparations.—

Here are two formulas, taken from a list proposed for inclusion in the A. Ph. A. Recipe Book, that will enable druggists to make preparations particularly in demand at this time of the year:

WHITE SHOE DRESSING.

Liquefied phenol.....	1 mil.
Tragacanth, in fine powder.....	3 grammes.
Whiting	16 grammes.
Zinc oxide	64 grammes.
Talc	96 grammes.
Water	100 mls.

Triturate the powders until thoroughly mixed, and gradually add, with constant trituration, the water. Strain through wetted muslin with expression, and lastly, add the phenol.

A most excellent dressing for canvas shoes.

FIRE-PROOFING SOLUTION FOR FABRICS.

Boric acid	50 grammes.
Borax	60 grammes.
Water	1000 mls.

This formula was presented by the Director of the Municipal Laboratory in Paris to the Commission on Theatres.

The solution may be painted on the fabrics, or the material may be soaked in the solution and then dried either by exposure to the air or by means of hot irons. The advantages of this solution are cheapness, easy application, and non-alteration of the material.

The fire-proofing action of the mixture is not due to the generation of an inert gas, but to the low fusing point of the chemicals, which form a layer or "glaze," which protects the fabric.

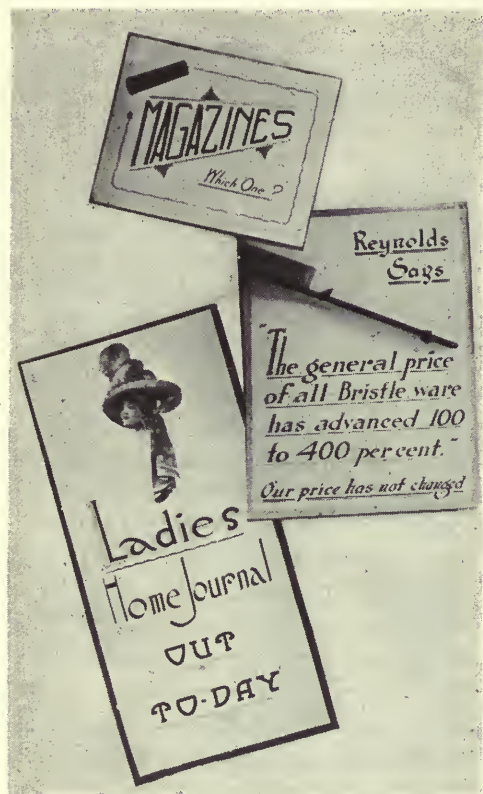
A Substitute for Rubber Stoppers.—

If no rubber stoppers are on hand, says a writer in the *Pacific Pharmacist*, one may be improvised by placing a piece of gutta-percha tissue over the neck of the bottle and inserting the cork with that as a covering.

BUSINESS HINTS

Unusually Good Cards.—

C. H. Reynolds, Warren, Pennsylvania, makes good use of show-cards. We are reproducing three specimens of his work, the first and third being on white cardboard, and the second one being on gray board, with a tooth-brush tied in place by red ribbon. In the upper left corner of the "Magazine" card a fire-



cracker was drawn in red, and a gray fuse constituted a border. On the *Ladies' Home Journal* card a colored cut-out—the girl's head—was pasted in place. This card is unusually good.

There can be no doubt as to the advantage of utilizing such methods to attract trade. Poorly executed cards, however, can be so repellent that they have the opposite effect—actually drive trade away.

Handling Perfumes.—

The druggist who intends to make a success of the perfume business should, after having wisely selected a good line of natural odors, protect them as well as possible from heat and light and from the accumulation of dust and dirt, asserted William A. Hall in a paper read before the A. Ph. A. The stoppers and necks of open bulk extracts should be given frequent and thorough cleanings. It is desirable to have an enclosed wall case, protected from too strong a light, where all opened bulk extracts can be kept. Not too large a line should be carried—ten or twelve of the best odors of a first-

class maker are sufficient to feature, with, perhaps, the specialties of other makers, providing the demand is created by personal call and not by free goods or special inducements.

This case should be large enough so that in the bottom of it can be kept small bottles, 1½ drachms, ½ ounce, 1-ounce and 2-ounce capacity, cleaned, corked and labeled in blank, but not filled until the sale. When a perfume is called for it can be poured directly from the bulk bottle, thus avoiding the use of the graduate commonly taken for all perfumes. The name of the odor should then be written on the label. Dregs from an old bottle should never be poured into a freshly opened one—a common cause of deterioration in bulk extracts.

In showing the goods to a customer, find out, if possible, what the customer wants. If a rose, show him a rose, either from the point of the stopper with the spirit evaporated, a bit of clean absorbent cotton, or thin rice paper. Clean cigarette papers are good. Never show the perfume by placing on the hand, especially if you wish to show another odor. If the customer has no choice, then it is up to you to show him, by a similar method, some perfume that he knows has been successful. One must also have enthusiasm to sell perfumes, and the better the goods, the most lasting the result. Having made the sale, deliver the goods in as neat a package as you can, to convey all along the line all the artistic effect possible.

Mr. Hall's experience of over thirty years leads him to believe that synthetic odors, or a poor line, do not begin to have the power as a trade-holder that the natural floral odors do. The synthetic, in a relatively short time, undergoes a change, even to the breaking-up point, while the natural, especially if kept under proper conditions, holds for a long time, with but little change, in the bulk goods. A familiar example is solution of vanillin and tincture of vanilla. The former goes back, while the latter improves with age.

Stationery Pays Good Profits.—

A good side-line must not only help to bring customers into the store—though this is one of its valuable functions—but must also show a profit of its own when its fair share of the store expense has been properly charged against it.

Stationery is a side-line that qualifies under both these counts, if the department is handled properly, says the *Western Druggist*. It is a side-line, also, that calls for no special knowledge or training and that sells the whole year round. Here, in only a few sentences, is the experience of one small-town store told in the proprietor's own words:

"After talking with an expert we decided to invest about \$250 in our stationery department, and not knowing anything about the business, we left the selection of the papers and the stocking up to him.

"We first introduced the new department to the public by sending out a well-written form letter and by making an appropriate window display. This gave it the first impulse; others followed by advertising in the local dailies.

"We soon learned which papers were the most popular sellers, and reordered from time to time as the

stock was depleted. It was not long before we had our stationery department well in hand and were making it a profitable side-line which did not require much of an investment nor much space.

"Visiting and social cards, Christmas greeting cards, pound papers, and special labeled packages and envelopes, all help to make the department complete and interesting to the customers.

"About one-third of our stationery sales were made during the holiday season. Books showing sample greeting cards or special greetings, as desired, can be obtained from several of the paper companies, and these help to stimulate interest and make sales."

The Stamp Stunt.—

"The accompanying drawing shows how the Reynolds Company gets away from the stamp nuisance," writes C. H. Reynolds, Warren, Pennsylvania. "This box with its accompanying sign is kept on the counter, or in some other prominent place, and we find that the best plan is to keep not more than a dollar assortment of stamps on tap. The money usually runs over what



the stamps would sell for, rather than falling short. This is probably accounted for by the fact that the ordinary man has a slight regard for pennies and won't bother to take out a penny when he throws in a nickel for two stamps.

"We have lost nothing. The box very seldom runs short, for the reason that nine people out of ten are honest—and the tenth one is afraid."

Not a bad stunt, in some communities.

Methods that Bring Trade.—

A Canadian druggist, writing in the *Retail Druggist of Canada*, describes some of the ways in which he bids for trade as follows:

Copies of our advertisements are clipped from the local paper and inserted in glass-front frames, which are placed on the counter where customers can easily see them. This not only reminds those who have previously read the ad, but brings current advertisements to the attention of all.

The silent salesman idea is carried out on one of our ordinary counters, by having a glass-topped case which sets on the counter. It is divided into a number of compartments and bulk goods shown in each.

For making notes and taking down orders of customers, clerks were previously in the habit of tearing pieces of wrapping paper off the roll. Sometimes—not often, but frequently enough—these got mixed up with scrap paper and lost, so we decided to provide regulation pads of good quality paper for this purpose. They only cost a small amount, guard against mistakes, and give an improved appearance.

We provide chairs for the convenience of customers giving their orders, because we know that the woman who feels comfortable and at home is likely to be in a better purchasing mood.

We follow the practice of getting everything cleaned up and in shape the first thing in the morning, so that we will be ready to give complete attention to customers during the balance of the day.

Manufacturers' circulars have our name stamped on them and are sent out with goods. We believe in coöperating with manufacturers to help move goods in which we are both interested.

A Clever Opening Idea.—

A department store in the Middle West, says the *Spatula*, had an opening last fall which was replete with original features that might be adopted by any druggist for a similar occasion.

Souvenirs were distributed to all visitors, as is customary, but the one thing that bristled with individuality, above everything else, was the unique advance announcement that was sent broadcast throughout the city and to the customers in the surrounding country.

It took the form of a large key, made of paste-board, with half-tone design and decorations on each side, a string being run through the opening in the handle and tied. Upon the handle of the key were the words, "This Key Admits You to the Grand Opening of Our New Store, Wednesday, September 22," while on the part that enters the lock and engages the tumblers was a picture of the new building.

On the opening day many of the visitors came wearing the keys tied to their garments or with the string wound around a button, and through this means a large and appreciative crowd filled the store until closing time.

The Need of Local Advertising.—

Any "home merchant" who isn't awake, says *Business Chat*, and who fails to tell the people about his wares should read this startling statement made by the manager of a big Chicago mail-order house recently: "We have a bureau whose duty it is to read each week the country newspapers. There is not a paper of any consequence in our trade territory we do not get. The bureau looks over these papers, and when we find a town where the merchants do not advertise in the local papers, we immediately flood that part of the country with our literature. It always brings results far in excess of the same effort put forth in territory where the local merchants use their local paper."

THE SODA FOUNTAIN.

TRADE TICKLERS.

BITTER-SWEET CHOCOLATE TOPPING.

Mortise in a large bowl 1 pound dark cocoa and 1 pound powdered sugar that has been through a sieve. Beat the whites of six eggs until you can cut with a knife.

Pour enough simple syrup with the sugar and chocolate to work to a thick paste. Add 1 ounce vanilla extract and then whip the chocolate and sugar into the eggs.

This is very delicious served over vanilla ice cream.

CREAM GRAPE JUICE.

Fill an eight-ounce soda glass with fine cracked ice and pour a small bottle of grape juice over the ice. Spread a large spoonful of whipped cream atop all and garnish with fresh mint leaves and a maraschino cherry.

STRAWBERRY MINT.

Draw into a 12-ounce soda tumbler 1 ounce strawberry syrup and 2 ounces of grape juice, and fill the glass two-thirds full of shaved ice. Break into the mixture a few sprigs of mint; shake thoroughly; fill with carbonated water. Mix with spoon, decorate with fruit, and serve.

COFFEE ICE CREAM SHAKE.

Into a mixing glass draw 1½ ounces of coffee syrup. Add a little sweet cream and a No. 16 scoop of ice cream. Shake thoroughly and fill with carbonated water, using both the coarse and the fine streams. Pour back and forth a couple of times and then pour into a clean glass. Take a spoon and cut a thin layer of ice cream, and place on top of the glass, leaving a spoon in the drink, and serve with straws.

FRUIT PUNCH.

Prepare a syrup as follows: Strawberry syrup, orange syrup, pineapple syrup, equal parts of each. Use 1½ ounces of this syrup to a 12-ounce glass filled one-third with finely shaved ice; then fill the glass with the coarse stream of carbonated water, add a slice of pineapple and a slice of orange, and serve with straws.

FRUIT SORBET.

Place 12 ounces of fruit juice, a quart of simple syrup, 6 ounces of crushed fruit, 3 quarts of filtered water and the whites of 6 eggs, thoroughly beaten, together with 1 ounce of corn-starch, dissolved in hot water, into an ice-cream freezer. Mix and freeze. Then serve in champagne glasses with a small spoon. The crushed fruit should be seasonable, such as strawberry, peach or pineapple.

RASPBERRY PUNCH.

Raspberry syrup 2 fluidounces.
Orange syrup ½ fluidounce.
One egg.
Shaved or cracked ice about 2 ounces.
Milk, enough to fill a 12-ounce glass.

Shake well, strain, fill the glass with the fine stream of carbonated water, and sprinkle on the foam a small amount of grated nutmeg.

MINT MYSTIC.

Orange syrup ½ ounce.
Ginger syrup ½ ounce.
Strawberry syrup ½ ounce.
Grape syrup ½ ounce.
Acid phosphate 1 drachm.
Mint 1 sprig.
Cracked ice some.
Soda water to make 12 ounces.

ENGLISH BITTER-SWEET NUT DRESSING.

To ½ gallon of cream add 4½ pounds of sugar and ¾ pint of marshmallow; whip and cook until the mixture has the appearance of a smooth paste. Have ready ½ pound of Baker's bitter chocolate, rubbed to a smooth paste with hot milk, and add this, cooking until the desired consistency is obtained.

A regular chocolate nut dressing is prepared by adding 1½ ounces of vanilla extract to the above when cold.

FRUIT SALAD AND WHIPPED CREAM.

Three oranges, 2 apples, 1 pineapple, 2 bananas, 6 ounces crushed cherries, 3 ounces chopped pecans. Cut all this up into small bits and sweeten with powdered sugar. Serve about 5 ounces in sundae dish, cover with whipped cream, topped with a whole cherry, two vanilla wafers on the side.

Any number of different kinds of fruit may be used in fruit salad; the more kinds, the better the salad.

SODA POSSET.

Into a 12-ounce soda glass put 2 ounces of chocolate syrup and a small ladleful of ice cream; mix well and then add carbonated water, fine stream, to nearly fill the glass; then put in another ladleful of the ice cream, a spoonful of walnuts and a spoonful of whipped cream; insert a wafer so that half of it will project above the glass, and top off with a whole cherry.

MEASURE FOR MEASURE.

Mandarin orange syrup 1 ounce.
Strawberry syrup 1 ounce.
Grape juice 2 ounces.
Solution acid phosphate 2 dashes.

Place all in a 12-ounce glass, fill with carbonated water, coarse stream, and serve with two straws.

FOUR HUNDRED MILLION DOLLARS A YEAR FOR ICE CREAM.

A correspondent of one of the Philadelphia papers, according to *Commerce and Finance*, furnishes the following interesting facts in relation to the great American delicacy—ice cream:

"Many persons think that Dolly Madison invented ice cream, but Thyra Samter Winslow declares Dolly Madison was merely the first person to serve it in America. This was at a White House reception. The guests liked ice cream so well that they asked how it was made, and from this small beginning the ice-cream business has grown until, according to a creamery expert who has followed the development of the business in America, the American people last year consumed 250,000,000 gallons, which, figured at 80 cents a gallon, means a business of \$200,000,000.

"The first ice cream was made by a London confectioner named Gunton, and from him others learned to make it, and it was introduced to America by Dolly Madison. But his methods of freezing were crude and uncertain. It remained for Nancy Johnson, the wife of an American naval officer, to invent the ice-cream freezer.

"To-day the ice-cream business has outgrown the small freezer. Vast quantities are frozen by special machinery. The industry has become so great that fortunes have been made out of it. And every year it increases.

"During the last ten years the consumption of ice cream in the United States doubled. In the northeastern States there has been a steady growth for many years. The southern and western States like ice cream, especially in the summer, but in the northeastern States it has become a winter as well as a summer dish, although of course much more is consumed in the summer.

"When ice cream became the national dish the manufacturers demanded better dairy products, and they have done much in the campaign for clean milk. The rise of the industry also created a large demand for flavorings, soda-fountain equipment, etc., and it introduced a new and profitable feature into the drug business. It is estimated that the average consumption in the United States is 60 dishes a year for each person."

Accepting the creamery expert's figures as correct it is possible to get a fair idea of the retailer's profit in ice cream. The expert puts ice cream at 80 cents a gallon. That presumably is the average price at which large manufacturers sell it. There are 24 good sized "plates" of ice cream to the gallon. That is 3 1-3 cents per plate. The people pay from 5 cents to 25 or 35 cents a dish for cream, according to its quality and the place where it is purchased. The average price probably is not less than 7 cents.

That would mean an expenditure in America of more than \$400,000,000 a year for ice cream.

FROM VARIOUS SOURCES.

FRUIT PUNCH.

Boil three-quarters of a pound of sugar and a quart of water until they have formed a syrup. Add a tumblerful of currant jelly and one cupful of ice water. When cool, add two cupfuls of strained orange juice, one and one-half cups of lemon juice, four bottles of ginger ale, and two-thirds of a cupful of cherry juice. Freeze until the mixture has the consistency of mush.

GOODY-GOODY SUNDAE.

Vanilla ice cream, one measure (10 dips to a quart); over this pour maple syrup, one ounce. Sprinkle over it a tablespoonful of broken walnuts. Place a spoonful of whipped cream on top and place four maraschino cherries around the sides. Cut a banana in two, and use one-half split in four pieces and stand them on sides. Sprinkle with powdered red sugar. In serving use a dainty dish, spoon, napkin, and glass of ice water.

CHECKERBERRY FLIP.

Checkerberry syrup, 1 ounce; one egg; solution of acid phosphate, 3 dashes. Beat well together, in a hot soda mug and add hot water to fill; serve with nutmeg and cinnamon.

YANKEE SUNDAE.

Fill a No. 8 gem spoon, rounded full of vanilla ice cream, and place in a champagne glass. Cut a hole in the center with a spoon and fill with crushed strawberries. Dress with whole cherries and pineapple cubes. Serve a ladyfinger or two Nabisco wafers with the sundae.

LENOX FLIP.

Into a tall 6-ounce stem glass one-fourth full of shaved ice put a ½-ounce each of creme de menthe syrup, lemon syrup and pineapple syrup; add a teaspoonful of lime juice and stir with a spoon. Then fill the glass with carbonated water, fine stream, and serve with a maraschino cherry.

KENTUCKY COLONEL.

Orange syrup, 1 ounce; pineapple syrup, ½ ounce; vanilla syrup, ½ ounce; claret syrup, ½ ounce; cream, 4 ounces; white of one egg; ¼ glassful cracked ice; shake, strain, fill with carbonated water, fine stream, and serve.

BAMBOOLO FLIP.

Strawberry syrup 1½ fluidounces.
Ginger syrup 1 fluidounce.
Lime juice ¼ fluidounce.
Egg one.

Prepare and serve the same as any egg drink.

TORTONI SYRUP.

Roasted almonds av. 4 ounces.
Vanilla extract ½ fluidrachm.
Soda syrup 32 fluidounces.

Powder the almonds coarsely; boil for a few minutes with about eight ounces of the syrup; then allow to cool, strain, and add the vanilla extract and the remainder of the syrup. Serve in twelve-ounce glasses, with or without ice cream.

CHOCOLATE BOUCHE.

Chocolate syrup, 2½ ounces; shaved ice, ½ glassful; milk, enough to fill a 12-ounce glass. Shake well, strain, and top with whipped cream.

FRUIT SALAD COLLEGE INN.

Hawaiian pineapple, grated, crushed maraschino cherries, and green angelique, cut into small squares, of each equal parts; mix, and, if necessary, dilute with a mixture of equal parts of cherry and pineapple syrups. Serve this dressing over a cone of ice cream on a suitable dish and top with whipped cream and a maraschino cherry.

CREAMED PEANUT SUNDAE.

On a small flat dish place a dipperful of vanilla ice cream, over which pour a ladleful of peanut butter, which has been mixed with simple syrup, and kept in a crushed fruit bowl. Add a ladleful of chocolate syrup, which should be made rather heavy. Top with whipped cream and half an English walnut.

MELBA SUNDAE.

Place in a sundae cup a cone of ice cream, put a few slices peach on top, pour a spoonful raspberry syrup over all. If your raspberry is right you will find it a best seller.

MEDICINAL DRINKS AT THE FOUNTAIN.

Seidlitz powders, headache remedies, bicarbonate of soda and aromatic spirit of ammonia have long been popular sellers at the fountain. Such preparations, however, are sold only when called for, and the opportunity which exists to feature drinks possessing medicinal value has quite often been overlooked.

Among the preparations suited for exploitation in such a manner are the following, which have been taken from the *Canadian Druggist*:

CALISAYA TONIC, NO. 1.

Cinchona bark.....120 grains.
Gentian root.....¼ ounce, avoirdupois.
Orange peel.....3 ounces, avoirdupois.
Cochineal.....60 grains.
Caraway seed.....30 grains.
Diluted alcohol.....sufficient.
Quinine sulphate.....8 grains.
Oil of rose.....1 drop.
Simple syrup, U.S.P. enough to make 1 gallon.

Mix the calisaya, gentian, orange peel, cochineal, and caraway; reduce to coarse powder, and extract by percolation by means of diluted alcohol, so as to obtain 16 fluidounces of percolate; to this add the remaining ingredients.

CALISAYA TONIC NO. 2.

Red cinchona.....4 ounces, avoirdupois.
Gentian.....1 ounce, avoirdupois.
Orange peel.....1½ ounces, avoirdupois.
Cinnamon.....1 ounce, avoirdupois.
Water,
Alcohol.....of each sufficient.
Simple syrup, U.S.P.64 fluidounces.

Mix the drugs, reduce to coarse powder, and extract by percolation so as to obtain 32 fluidounces of percolate, using a menstruum consisting of 1 volume of water and 2 of alcohol. To this percolate should be added the syrup.

TONIC HYPOPHOSPHITES.

Prepare a syrup as follows:

Syrup of hypophosphite, U.S.P. 4 fluidounces.
Vanilla syrup.....28 fluidounces.

WILD CHERRY AND IRON.

Tincture of citrochloride of iron. ½ fluidounce.
Syrup of wild cherry, U.S.P.8 fluidounces.
Orange syrup.....8 fluidounces.
Black cherry syrup,
 enough to make 32 fluidounces.

In dispensing these medicated syrups as carbonated beverages, it is best to draw them "solid" (without foam).

EIGHT-CENT ICE-CREAM SODAS.

In the section of New Jersey known as North Hudson the majority of the confectioners have decided to sell ice-cream sodas and the dishes of ice cream hitherto sold at five cents for eight cents.

Curiously enough, the movement was initiated by a local newspaper, the *Hudson Dispatch*, when it commented editorially on the question of prices of commodities, and suggested that a good ice-cream soda could not be sold profitably for five cents, and that ten cents should be the price.

The paper also stated that rather than submit to ice-cream soda being reduced in quality to meet the increasing costs of materials, the public should be willing to pay the additional cost, or do without a soda which could not be of the proper standard. Acting on this suggestion, the matter was compromised and the eight-cent soda is the result.

Some of the confectioners advocated smaller-sized glasses at the five-cent rate, but it was pointed out that the average fountain pump is adapted to the twelve ounce glass, and that the only reduction would be in the amount of charged water dispensed, and the cost of this is the least item to be considered, while on the other hand, the soda would be too sweet, and would be entirely unpalatable. It could be seen by this argument that more would be lost than gained by cutting the size of the glass, for a good soda must have the proper proportions, and even if some trade strays on account of the advanced price, it would be compensated for, as the soda as now dispensed is unprofitable.

Though some trouble is anticipated in getting the thing started, it is hoped that it will work out all right in the end.—*International Confectioner*.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Removing Tattoo Marks and Making Aromatic Castor Oil.

F. B. K. asks: "Will you tell me how to remove tattoo marks and also how to make aromatic castor oil?"

Tattoo marks are said to be removed by the application of a paste of salicylic acid and glycerin. A compress is applied over the paste, and the whole secured with sticking plaster. After about eight days the paste is taken off, the dead skin removed, and the application of the paste repeated (as a rule, three times).

Applications of cotton wadding, soaked in chloroform, and kept in place by means of a bandage, have also been recommended.

Henley's Book of Formulas gives this method, also: Apply a highly concentrated tannin solution on the tattooed places and treat them with the tattooing needle as the tattooer does. Next vigorously rub the places with a lunar caustic stick and allow the silver nitrate to act for some time, until the tattooed portions have turned entirely black. Then take off by dabbing. At first a silver tannate forms on the upper layers of the skin, which dyes the tattooing black; with slight symptoms of inflammation a scurf ensues, which comes off after fourteen to sixteen days, leaving behind a reddish scar. The latter assumes the natural color of the skin after some time. The process is said to have given good results.

Since these methods are borrowed from the literature, we are in no way responsible for any untoward results following their use.

Here is a formula which is said to mask effectively the disagreeable taste of castor oil:

Saccharin	0.5 Gm.
Oil of cinnamon.....	1.5 Gm.
Vanillin	1 Gm.
Cumarin	0.1 Gm.
Alcohol	40 Cc.
Castor oil, a sufficient quantity to make 1000 Cc.	

Dissolve the oil of cinnamon, saccharin, vanillin, and cumarin in the alcohol and add the castor oil and mix thoroughly.

A number of other formulas for this preparation can be found by consulting the annual indexes appearing in the December numbers of the BULLETIN.

Percentage Solutions.

F. B. K. writes: "Please publish a compact form of percentage solution table."

Percentage solutions are ordinarily made entirely by weight. They should invariably be made by this method, indeed, unless the dispenser has reason to believe that the physician has the weight-to-volume process in mind.

"Scoville's Art of Compounding" gives a simple formula, devised by Professor Oldberg, for making percentage solutions by weight while measuring the water. Here is the formula: Let A represent the number of grains of solvent, and B the percentage strength of the solution to be made. Then

$$\frac{A \times B}{100 - B} = C$$

C represents the number of grains of salt required to add to A. For instance, to make an ounce of a 5-per-cent solution:

$$\frac{455.7 \times 5}{100 - 5} = 23.981 \text{ grains}$$

Then dissolve 24 grains of the substance in a fluid-ounce of water to obtain a 5-per-cent solution.

On the basis of the foregoing, H. C. Landenbeck has worked out the following tables:

4.557	grains	in 1	fluidounce	= 1	per cent.
9.289	"	1	"	= 2	"
14.078	"	1	"	= 3	"
18.966	"	1	"	= 4	"
23.957	"	1	"	= 5	"
50.576	"	1	"	= 10	"
80.327	"	1	"	= 15	"
113.797	"	1	"	= 20	"
151.730	"	1	"	= 25	"
303.460	"	1	"	= 40	"
0.456	grains	in 1	fluidounce	= 1	in 1000
0.912	"	1	"	= 1	in 500
1.141	"	1	"	= 1	in 400
1.522	"	1	"	= 1	in 300
2.290	"	1	"	= 1	in 200
4.597	"	1	"	= 1	in 100
9.289	"	1	"	= 1	in 50
18.966	"	1	"	= 1	in 25
50.576	"	1	"	= 1	in 20
113.797	"	1	"	= 1	in 5

The question of percentage solutions has been discussed in previous issues of the BULLETIN, as may be seen by consulting the annual indexes in the December numbers.

Ice Cream Manufacture.

C. D. C. asks: "Will you supply me with formulas for making vanilla, chocolate, and fruit ice creams?"

Here is a formula for vanilla ice cream recommended by a dispenser of twenty years' experience:

Thin cream.....	2 gallons, 1 to 2 quarts.
Granulated sugar	4 pounds.
Tincture of vanilla.....	3 ounces.
Powdered tragacanth	½ ounce.

Rub the tragacanth with one-half pound of sugar, then mix with the remainder of the sugar and dissolve the mixture in the cream. If desired, the tragacanth may be omitted, although its inclusion results in a smoother product. The vanilla should be added after the cream has begun to solidify. This formula produces about five gallons of finished product.

According to a leading ice-cream manufacturer a single mix should supply the primary foundation for all plain and fancy ice-cream products. After plain vanilla ice cream is frozen in the machine and discharged therefrom in a soft and mushy condition is the proper time to change the plain product to a chocolate or fruit flavor.

Directions for making chocolate, strawberry, and fancy flavored ice creams were printed in the June, 1916, BULLETIN, and you can obtain the information by referring to page 250 of that issue.

Camphorated Phenol and Analgesic Ointment.

W. E. E. writes: "Please publish formulas for camphorated phenol and analgesic ointment."

Camphor and crystalline phenol when triturated together form an oily-appearing liquid (camphorated phenol) which does not possess the caustic properties of phenol. Popular preparations of the combination, under various names, consist of mixtures of equal parts of camphor and phenol, or mixtures of three parts of the former with one part of the latter.

The Standard Formulary gives the name "pheno-lated camphor" to the following:

Camphor, in coarse powder.....	10 ounces.
Crystallized phenol	3½ ounces.
Alcohol	½ fluidounce.

Triturate the ingredients together until an oily liquid is obtained, or mix them in a bottle and agitate freely until solution occurs.

The following formula for analgesic ointment is taken from a previous issue of the BULLETIN:

Wool-fat	9 drachms.
Yellow wax	3 drachms.
Menthol	3 drachms.
Methyl salicylate	2 fluidrachms.
Water	3 fluidrachms.

Melt the wax and wool-fat on a water-bath, add the menthol and methyl salicylate, stir and cover, and when creamy mix in the water.

This preparation should be dispensed in collapsible tubes.

Chlorodyne Lozenges and Dried Milk.

E. W. O. writes: "Kindly inform me how to prepare chlorodyne lozenges and dried milk."

There are innumerable preparations on the market to which the name "chlorodyne" is applied. A popular chlorodyne lozenge or tablet is said to have the following composition:

Morphine hydrochloride	1/6 grain.
Extract of Indian cannabis.....	1/4 grain.
Nitroglycerin	1/300 grain.
Extract of hyoscyamus.....	1/2 grain.
Oleoresin of capsicum.....	1/20 grain.
Oil of peppermint.....	1/10 minim.

Dried milk is simply ordinary milk from which most of the water has been evaporated. Its manufacture, while not complicated, requires the use of expensive apparatus and the application of considerable experience, and for those reasons it is not advisable for the ordinary druggist to attempt its production.

It is not practicable for us to furnish formulas for the manufacture of preparations containing fresh blood. Such products will not keep for the length of time you desire.

Indelible Ink Stains.

L. C. C. asks: "What will take indelible ink stains out of cloth?"

Indelible inks usually have a silver salt as a base, and for that reason an agent that will remove silver nitrate stains is the proper one to use. We would suggest that you experiment with some of the following:

1. First soak the stained cloth in a solution of common salt, and afterwards wash with ammonia.

2. Treat with a solution of potassium cyanide 10 grains, iodine 5 grains, in one fluidounce of water.

3. Moisten with a solution of iodine or potassium iodide, and afterward wash with ammonia.

4. Treat with a strong solution of zinc sulphate, and then touch with a piece of metallic zinc, afterward washing.

5. Treat with a solution of chlorinated lime (either Javelle water or Labarraque's solution).

Alizarine ink stains are said to be removed by treating with a solution of tartaric acid; the older the stain the more concentrated the solution.

Matches.

C. L. K. asks: "What composes the ignition part of matches—that is, the top surface or coloring over the head of the match?"

The following is the composition of a match which may be lighted by friction upon any surface whatever, and which is said to possess the advantages of being free from danger and of emitting no unpleasant odor.

The mixture into which the splints are first dipped consists of chlorate of potash, 6 parts; sulphide of antimony, 2 parts; gum, 1½ parts; powdered clay 1½ parts. The inflammable compound consists of chlorate of potash, 2 to 3 parts; amorphous phosphorus, 6 parts; gum, 1½ parts; aniline, 1½ parts.

Directions for making safety matches (lighting only when struck on a specially-prepared surface) were published on page 256 of the BULLETIN for June.

Discolored Distilled Water.

J. N. K. writes: "Every time I pass a quantity of distilled water through cotton-wool I notice a bluish coloration on the cotton. What causes the color? I think that because the boiler is not well-tinned, the dis-



The President of Mississippi.

The Mississippi Pharmaceutical Association elected Gus C. Kendall, of Meridian, president this year. Mr. Kendall is also president of the Meridian Board of Trade.

tilled water contains traces of copper which combines with the sulphuric acid that is sometimes put into cotton to give it a 'cracking,' and so forms copper sulphate from which the bluish color comes. Do you think I am right, or is the coloration due to some other cause?"

It is possible that the color is due to copper from the condenser of the still, but it is very unlikely that it is copper sulphate, as any trace of acid in the cotton would be washed out by the water, and copper sulphate itself would be soluble in water and would not appear on the cotton. It is possible that the copper condenser became corroded and that the traces of copper carbonate or hydrate are being washed off by the water.

We would expect to get the same blue color from filtering the water through paper as through cotton.

Testing Oils.

H. M. H. asks: "Will you please tell me of a simple test that will show whether or not the oils I use are pure and not substitutes or denatured? Could I use a hydrometer, and if so, what kind? Where can I obtain a chart showing the densities of the various oils?"

To supply one simple test that would determine the purity of all oils is hardly possible. However, by following the tests laid down in the United States Pharmacopoeia, Ninth Revision, you will be able to satisfy yourself as to the genuineness of the oils with which you are working. A hydrometer would be of considerable assistance to you in ascertaining the specific gravities of the liquids and, as most oils have gravities of less than 1, a hydrometer for liquids lighter than water is the proper one to use.

Massage Cream.

Y. Bros. Drug Co. writes: "Will you please publish a formula for a massage cream without casein, prepared of alum?"

We are rather at a loss to understand what is meant by a massage cream "without casein, prepared of alum." In the manufacture of toilet creams alum is used for the purpose of precipitating casein from fresh skimmed milk. Commercial dried casein is not suitable for the preparation of toilet creams, as it imparts to the cream a disagreeable granular feeling.

Perhaps our querist desires a cream of the so-called "greaseless" type, which is ordinarily made from stearic acid. If such is the case, he may find a suitable formula on page 344 of the August issue of the BULLETIN. A formula for a massage cream having a greasy base also appears on the same page.

To Get Rid of Fruit Stains.

J. G. R. writes: "A customer of ours has a white grape stain on her white dress. The stain is light-brown, and has not yielded to applications of oxalic acid or lemon juice and salt. Can you suggest a simple method for the removal of the stain?"

Try dipping the stained portion of the dress in Javelle water or solution of chlorinated soda, and immediately the stain disappears, wash the dress thoroughly in clear water.

Solidified Liniment.

Y. Bros. Drug Co. writes: "Please supply us with a formula for a solidified liniment or ointment containing capsicum, croton oil, etc."

The following is taken from the literature:

Oleoresin of capsicum.....	16 mls.
Croton oil	8 mls.
Powdered camphor	16 grammes.
Oil of turpentine.....	32 mls.
Oil of cajuput.....	16 mls.
Oil of clove.....	8 mls.
Methyl salicylate	8 mls.
Yellow wax	32 grammes.
Yellow petrolatum	500 grammes.

Liquefy the wax and petrolatum on a water-bath; dissolve the camphor and the oleoresin in the essential oils; mix everything together; strain through muslin and stir until congealed.

This preparation may be dispensed in collapsible tubes if desired.

Root-beer Extract.

C. C. M. writes: "Please print a formula for root-beer extract."

The Scientific American Cyclopedia of Formulas gives the following:

Sassafras	4 ounces.
Yellow dock	4 ounces.
Allspice	4 ounces.
Wintergreen	4 ounces.
Wild cherry bark.....	2 ounces.
Coriander seed	2 ounces.
Hops	1 ounce.

Reduce the drugs to a powder and percolate with a menstruum composed of 3 volumes of alcohol and 5 volumes of water until 48 fluidounces of liquid have passed.

Two fluidounces of this extract are sufficient to make one gallon of root-beer.

Sterilizing Novocaine.

L. C. asks: "What is novocaine, chemically, and can solutions of it be sterilized without injury?"

Novocaine is para-aminobenzoylethylaminoethanol. Its chemical formula is $C_{13}H_{17}O_2N_2HCl$. Solutions of novocaine may be sterilized at 100° C. for one hour without decomposition. However, novocaine appears to change in some way in solution—a change that produces dangerous physiological effects; and for that reason solutions containing it should be freshly prepared.

The Blue Color in Bichloride Tablets.

L. C. C. writes: "What is used to color bichloride tablets blue?"

In the recently issued U. S. P. IX., Poison Tablets of Corrosive Mercuric Chloride are listed as an official preparation, and the following directions are given: "The tablets are to be colored blue, preferably with sodium indigotindisulphonate." This coloring agent may be obtained from any of the larger wholesalers.

P.'s Drug Store.—We are not familiar with the composition of the proprietary salve you mention.

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THE MONTH'S HISTORY

THE TREND OF THE TIMES.

Interest during the month just past has centered in the two national conventions—that of the A. Ph. A. at Atlantic City, and of the N. A. R. D. at Indianapolis. Both of these annual gatherings exert a vital influence on the progress of pharmacy, and the trend of a year's advancement is pretty well mirrored by their activities.

For pharmacy is advancing all the time, in spite of a wail of pessimism that occasionally disturbs the equilibrium of the atmosphere. Lying directly at the root of the situation is the fact that educational requirements are being made stiffer from year to year; throughout the Union, States are swinging into line in this respect. Viewed as a whole the younger element is better equipped to carry on the work than its predecessors have been.

Then, too, our two standards—the N. F. and the U. S. P.—have been invested with authority of law, and the making of these books rests primarily with the drug profession. This is a signal honor, and a recognition wider in latitude than that enjoyed by any other calling.

Again, druggists are better business men than they used to be. They make more money, live better—and occupy a higher place in the community's esteem because these things are so.

Much of what has been accomplished has been brought about by our associations; and no man can keep even loosely in touch with matters pharmaceutical without giving full heed to what takes place each year at the annual meetings of our two national organizations. Read the reports contained in this issue of the BULLETIN.

* * *

BIG FIGURES THAT ARE INTERESTING.

There are documents more pulse-disturbing than Census Bureau reports; nevertheless there are a number of interesting, perhaps startling, facts contained in a statement issued recently by that particular branch of Uncle Samuel's welfare league. The figures given cover the year 1914 and pertain to the manufacture of "druggists' preparations, patent and proprietary medicines and compounds and perfumery and cosmetics."

"Druggists' preparations" are defined as materials for use by druggists in compounding medicines to be dispensed on physicians' prescriptions or orders, and embrace tinctures, fluidextracts, syrups, pills, tablets, alkaloids, salts, biological products, etc. The total amount manufactured is stated to be valued at \$48,624,966, divided as follows: tinctures, fluidextracts, etc., \$13,900,402; pills, tablets, powders, etc., \$10,903,056; alkaloids and their derivatives, \$11,493,168; synthetic preparations, \$1,384,996; medicinal metals and their salts, \$732,307; and serums, vaccines, and other biological products, \$6,223,475.

The total, bear in mind, is \$48,624,966.

**DOCTORS PLACE
ONLY A THIRD.**

"Patent and proprietary medicines" are defined as those sold under the protection of a patent, copyright, or trade-mark, or prepared according to a secret formula—and the amount manufactured in 1914 is stated to be \$83,771,154.

Contrast this with the other total, twice mentioned above. Patents and proprietaries win, nearly two to one! In other words, doctors are concerned with the placing of only about one-third of the medicine consumed in the United States; two-thirds of it go to the consumer without the intervention of paid medical advice.

Without question such a condition is not the best one that can exist for the retail druggist; surely it is neither profitable nor complimentary when viewed from the standpoint of the physician. There should be more prescriptions, which means, among other things, that there should be closer coöperation between the physician and the druggist.

Of course all the figures quoted are for the year 1914; but it is quite probable that the relative proportions would not be materially altered were a 1915-1916 tabulation available—although there is one incidental fact that doubtless would be brought out by an up-to-date compilation. It would be found that tinctures and fluidextracts are waning somewhat and that biological products are constantly gaining—a transition, however, which does not change the status of the physician in so far as patent medicines are concerned.

* * *

**DETROIT
DRUGGISTS AND
DOCTORS TO GET
TOGETHER.**

For the purpose of better acquainting Detroit physicians and druggists with the important provisions of the new editions of the United States Pharmacopœia and the National Formulary it is planned to hold a big joint meeting this month. The organizations coöperating are the Detroit Retail Druggists' Association, the Wayne County Medical Society, and the Detroit branch of the American Pharmaceutical Association.

Professor A. B. Stevens, of the University of Michigan, and a member of the Pharmacopœial Revision Committee, will discuss the chief points of interest in the U. S. P. IX. Changes of importance in the National Formulary IV will be taken up by Wilbur L. Scoville,

of Detroit, who has had in charge considerable of the work of revision.

Get-together meetings are annual occurrences with the Detroit doctors and druggists, and this year's gathering promises to be one of the most beneficial in effect that has been held for some time. The meeting will take place on the evening of Monday, October 23, in the auditorium of the Wayne County Medical Society on High Street.

* * *

**THE NEW REVENUE
ACT.**

The obnoxious Schedule B is a thing of the past. As the sun came up on September 9—if he did—he witnessed the going into effect of the administration's revenue bill which repealed the act making it necessary to affix a diminutive shin-plaster on toilet goods and cosmetics. The new bill also repealed the documentary stamp taxes included in Schedule A of the emergency revenue act, including all bills of lading, express receipts, telephone and telegraph messages. Unused stamps and canceled stamps which have not been attached to the goods may be redeemed; collectors of internal revenue have been instructed to assist manufacturers in the preparation of their claims in this respect.

The new law imposes a special tax on sparkling wines, liqueurs, cordials, and "similar compounds."

* * *

**ACTION
DEFERRED.**

Congress adjourned without acting on the Kern-Doremus poison-mailing bill. The measure was introduced a little too late in the session, other matters claiming the attention of our lawmakers right up to the time set for adjournment. This proposed act, as explained in the BULLETIN last month, is intended to make it lawful to mail articles and compounds which, while poisonous, are not dangerous to the mails or to those engaged in the postal service. The bill contains just three sentences and is a very clever piece of word-carpentry. One of the sentences covers more than a page; nice, light summer reading!

But the measure is a thoroughly meritorious one. Druggists need the use of the mails in this respect; and why should it be denied them? Why should a hundred strychnine pills, for instance, be denied the privileges freely granted to a case of boarding-house eggs?

THE UNITED DRUG CO. AND SOUTH AMERICA.

The United Drug Co. sent a drug expert to South America and kept him there a year at a cost of \$12,000 to study drug conditions, President Liggett told stockholders at the annual Rexall convention, held at Boston. Mr. Liggett says there is a great opportunity down there in the drug trade, but that business must be conducted on entirely different lines. For the United Drug Co. to enter the lists would require an investment of \$2,000,000, it was stated; and it was also stated that the company expects to make just that move at some later time.

In his address to stockholders President Liggett pointed out that Sears, Roebuck & Co. is the only firm in the world that has had a growth during the last 12 years equal to that of the United Company. "In the past year," he said, "we have done almost \$36,000,000 in business. In two years the volume of business will reach \$50,000,000."

It is stated that over 3000 delegates with their wives were in attendance at the convention.

* * *

INDUSTRIAL POISONING.

Manufacturing explosives is a hazardous occupation, of course; but the danger does not all lie in the fact that a batch in the process of construction has a careless way of occasionally letting go. It has been found that gases very poisonous in character are evolved in large quantities, and that these gases cause skin affections, abnormal blood conditions, and degeneration of the liver. A great many cases of industrial poisoning have developed in our hastily-constructed plants, it is said; and enough importance is attached to the matter to warrant the Federal Department of Labor in undertaking a study of the situation.

* * *

WIDE-AWAKE AT CHICAGO.

The Chicago Retail Druggists' Association has inaugurated what has been termed a "simultaneous, coöperative window display campaign." The idea is to work in unison in the matter of window display. Concerted plans for window-dressing are to be evolved from time to time and an effort made to get all the druggists in the city to display the same goods at the same time. "Think of the psychological effect upon Chicago's two

and a half million people when they see a foot soap, a foot powder, or a corn remedy simultaneously displayed in every drug-store window in this city—the pulling power cannot be estimated," enthusiastically pronounces A. C. Caldwell, chairman of the committee having the matter in charge.

A cardinal principle of the campaign is that only goods upon which the retailer makes a decent profit will be displayed. No proprietaries sold to the druggist above the 2, 4, and 8 schedule will be given the advantage of this splendid publicity.

* * *

A CONSOLIDATION AT PHILADELPHIA.

Two announcements of unusual importance have been made at Philadelphia. One is that the Philadelphia College of Pharmacy and the Medico-Chirurgical College of Pharmacy have been combined. The two schools are now working in "active coöperation and entire harmony, with the object of promoting higher pharmaceutical education and advancing Philadelphia's prestige as a pharmaceutical center." Professor J. W. Sturmer, former dean of the Department of Pharmacy at the "Medico-Chi," is now associate dean of the Philadelphia College of Pharmacy—the Medico-Chirurgical College of Pharmacy losing its identity in the older and larger institution.

The other announcement pertains to requirements. Beginning with the session of 1917-1918, the Philadelphia College of Pharmacy will not admit students to the course leading to the degree of Graduate in Pharmacy who have not had two years' high-school work or its equivalent.

* * *

Harry B. Haines, editor of a New Jersey newspaper and said to be secretary of the National Premium Advertising Association, has brought suit against Edmond A. Whittier, secretary of the Fair Trade League. Criminal libel is alleged and \$50,000 set forth as a conservative estimate of the damage done. Mr. Haines objects to a number of sentences contained in one of Mr. Whittier's circular letters.

* * *

Great Britain now has a narcotic law. The new measure is not so stringent as Canadian enactments and not nearly so comprehensive as our own Harrison law.

EDITORIAL

REFORMING THE A. PH. A.

Dr. W. C. Alpers certainly stirred up a hornet's nest in Atlantic City last month. We present the story elsewhere in connection with an editorial summary of the A. Ph. A. convention, and in this place we desire to utter a few thoughts on some of the subjects advanced by Dr. Alpers in his sensational address.

There is no doubt at all that reform measures should be instituted. The affairs of the association are not mishandled. There is nothing like a serious crisis at hand. But nevertheless, as in most societies, the machinery has not been improved and perfected to keep pace with the development of the organization. A two-cylinder motor is being employed when the mechanism should be brought up to date and an eight- or twelve-cylinder engine installed.

Dr. Whelpley, for instance, in his report as treasurer, made it clear that for several years the association had been spending more money than it earned. The association owns invested funds amounting to over fifty thousand dollars, and this property slowly increases year by year. But if the association spends three or four thousand dollars annually more than it receives through current sources, it is only a question of time when serious inroads will be made into the permanent assets.

Several efforts were made in Atlantic City to explain away the facts, but they can't be disposed of by sophistical reasoning. Any individual or any organization living beyond its income is scarcely acting in accordance with wisdom, and especially is this true with an association which expects to be in existence one hundred years from now, and to be stronger and better than it is at present.

Practically the sole source of income is the annual dues. Of course some money is obtained from the advertising pages of the *Journal*, but this is credited against the expense of publication and is, therefore, not considered in the light of income. Of the \$5 received from each member, it was shown some months ago that practically \$3.85 was consumed in furnishing that member with the official publications of the association—the *Journal* on the one hand, and the Year-Book on the other. There remains only \$1.15 to pay all of the manifold

expenses of the organization—salaries, traveling expense, section expense, general expense, postage, and a considerable variety of overhead costs of one kind and another. Such a sum is altogether too small for the purpose, and it explains the situation in which the association now finds itself.

The truth is, the A. Ph. A. has been giving its members too much. What ought to be done right away is to cut out the Year-Book. This volume costs between three and four thousand dollars a year, including the salary of the Reporter on the Progress of Pharmacy, and this sum would just about do away with the deficit which the association has been experiencing of late. At one stroke such a step would go far toward solving the whole financial problem.

The Year-Book isn't appreciated by the members. The average druggist doesn't use it. A few of the scientific men employ it, but they have other sources of information that are much more up to date and much more satisfactory. As long as the Year-Book is continued, of course every member will want it in order to get all that he feels is coming to him. But it could be abandoned without the slightest regret.

In lieu of it, there ought to be established in the *Journal* a department of abstracts covering eight or ten pages. If these were sufficiently practical in character, and not too ultrascientific, they would add greatly to the value and interest of the *Journal*, and they would act as a very efficient substitute for a book that is no longer demanded or needed.

Another thing that is required, and this was suggested by President Alpers, is an annual balance sheet. From time immemorial, Treasurer Whelpley and his predecessors have rendered annual reports that have not been in accordance with scientific accounting methods. If the assets and liabilities of the association were annually declared, it would be easy to see at a glance just what property is owned by the organization, and what the annual surplus or deficit might be.

Dr. Alpers is not to be supported in his charge that the officers receive too much in the way of salaries. Nor do we believe that he is right in his position that there is at present too much concentration of responsibility. There should be, indeed, a greater concentration of responsibility. The association ought to have a general manager in effect, whatever title

may be assigned to him, and such a man should be held to a strict responsibility, and if he doesn't prove sufficiently capable the association should forget to reelect him.

He should combine the offices of editor of the *Journal*, general secretary of the association, and secretary of the council, and he should be provided with enough assistants to do his work properly. Made responsible for the prosperity and success of the association, he could see to it that there was a surplus every year instead of a deficit; he could conduct membership campaigns; he could cooperate with the treasurer in the financial conduct of the organization; and, in short, he could run the business as the general manager runs any corporation that is entrusted to his care. What is everybody's business is nobody's business.

It is not likely that Dr. Beal's committee will approve of the president's position on the National Formulary. It is entirely proper for the A. Ph. A. to conduct the National Formulary as a profit-making venture. The Lord knows it needs to get money in some way or other. But, although the A. Ph. A. has profited a little in the past by the N. F., it doesn't propose to do so in the future. It was decided in Atlantic City to put the N. F. funds hereafter in a separate account. This account will be used for the payment of all N. F. expenses, and in making future revisions of the book the association expects to spend more money for research work and perhaps even to establish a research laboratory.

The National Formulary, by virtue of the Food and Drugs Act, has become a national standard, second only in importance to the Pharmacopœia, and it is meet and proper that the book should have the benefit of systematic and continuous research work, and that the best minds in pharmacy should be secured to prepare its text.

In concentrating thought on these and similar problems of deep interest to the association, Dr. Alpers unquestionably rendered a real service. His address sounded like one of Hughes' attacks on the Wilson administration. Many people thought its tone was open to serious question, that some of its intimations and conclusions were unfair or inaccurate, but it is quite likely that much good will result from the situation after the tumult and the shouting have died away.

MANUFACTURERS ARE NOW CULTIVATING THE DEALER!

Manufacturers of popular articles intended for consumption by the great purchasing public have until recently been disposed to ignore the dealer. They have gone direct to the consumer with their advertising appeals. The effort has been to work upon the consumer until he in turn would go to the dealer and ask for the goods.

Experience has shown that this method is short-sighted.

In the first place, unless the manufacturer approaches the dealer as well as the consumer, he is not likely to get his articles on the dealer's shelves. He cannot count infallibly on the demand of the public to get the dealer to handle his line. And besides, no dealer likes to have his hand forced. He doesn't relish being compelled to do anything. He appreciates it when the manufacturer comes direct to him and solicits his cooperation.

In the second place, it isn't enough merely to get the goods on the dealer's shelves, whatever method may be employed.

The dealer's assistance must be obtained. He is really a larger factor than the newspaper or magazine advertisement. He can do more to make or break a new article than can the announcement of the manufacturer intended for the consumer's eye. It is much more important for the maker to get the cooperation of the dealer than it is for him to seek to create a demand by means of general publicity.

But how can the dealer be approached by the manufacturer?

He can be approached through the trade paper. It is just as important for the manufacturer to advertise to the dealer through the medium of the trade press as it is for him to advertise to the consumer through the medium of the newspaper and the magazine. Perhaps, indeed, it is more important.

Manufacturers who have ignored this truth have suffered the consequences. They have found that they were not building up their business. They have discovered that consumer advertising, although it is a good "opener," is a poor "closer." Personal salesmanship is needed to complete the consumer's desire and to sell him the article.

The dealer's cooperation is the most vital element in the structure, and the wise and experienced manufacturer realizes it.



These Won Prizes In Our Recent Camera Contest.

Prizes of one dollar each were awarded for the pictures on this page. The first one was submitted by O. W. Probert, Akron, Ohio; the second by E. A. Perrenot, Riegelsville, Pa.; the third by Howard T. Gilbride, Malden, Mass.



These, Too, Were Passed on Favorably by the Judges.

These pictures, as well as those on the opposite page, were awarded one-dollar prizes. They were submitted by M. J. Wilcox, Brooklyn, N. Y.; J. Russell Wood, Wilmington, N. C.; and Charles Williamson, Frankfort, N. Y.



Submitted by I. E. Henry, Summerfield, Kansas.



Submitted by Franklin & Cooke, Sigourney, Iowa.



Submitted by Fox's Drug Store, Louisville, Mississippi.



Submitted by J. F. Schroeder, Nevada, Iowa.

Other Prize-winners.

**Somewhat Personal.**

LITTLE GIRL: A bottle of furniture polish, please.
LITTLE BOY: The kind you use, mister.

A Sensational Meeting in Atlantic City.

President W. C. Alpers, of Cleveland, delivered an address before the A. Ph. A. that stirred up a hornet's nest and developed a situation of great dramatic intensity lasting throughout the entire week. A delegation from the women's suffrage convention, seeking to commit the association to the principle of equal suffrage, stirred up a good deal of fun. A fight over time and place resulted in the selection of Indianapolis for next year. Messrs. Holzhauer, Cliffe, and Christensen were nominated for the presidency. A forward step was taken in the appointment of a committee on research to stimulate and co-ordinate scientific investigation throughout the United States. The boards and the colleges held meetings in Philadelphia and kept in step with advancing requirements.

By HARRY B. MASON.

Down at Atlantic City last month, during the meeting of the American Pharmaceutical Association, there was an aeroplane chap by the name of Jacquith giving people fifteen-minute flights at the modest price of fifteen dollars. He could be seen almost any time flying up over the Boardwalk, and he attracted a good deal of attention. But most of the members didn't need to patronize Monsieur Jacquith after they had heard President Alpers' address. They went up in the air without any further assistance.

Apparently it was *some* address!



Dr. W. C. Alpers, Dean of the Cleveland School of Pharmacy, who, in his capacity as president, delivered an address that created little less than a sensation.

Unfortunately I didn't hear it, but I heard an awful lot about it. The fear of a railroad strike kept me in Detroit until Monday afternoon, and I reached Atlantic City just as the first general session was adjourning. From then on, all during lunch, all through the afternoon, and all the evening, I was buttonholed right and left and given a great variety of

versions of Dr. Alpers' epoch-making contribution to the unrest of nations.

A SUBMARINE TORPEDO.

One man said it was a treacherous torpedo shot from a German submarine. The next fellow said it was a bold frontal attack that the association needed, and that it would do the old guard good. Between these two extremes were all sorts of opinions, and it was very difficult for a man up a tree to get any sort of a clear and unbiased view of the situation. The address itself could not be seen. There were only two copies in existence, and both had been turned over to the committee on the president's address for the use of its members. They were kept under lock and key, and were only brought out when the doors and windows were fastened and the committee was holding its midnight sessions and talking in stage whispers.

And certainly the committee had a fine job cut out for it!

Dr. James H. Beal, one of the most experienced and capable men in the association, was the chairman, and the other members were M. I. Wilbert, S. C. Henry, R. D. Lyman, and L. C. Hopp. The address required nearly two hours to deliver. It comprised something like seventeen or eighteen thousand words. It bore a multitude of recommendations of one kind and another. And it contained high explosives on every page.

It had to be handled with great skill and care, and Dr. Beal and his associates labored every night from 9 or 10 o'clock until the wee small hours endeavoring to harmonize their own opinions and to bring order out of chaos.

What was the address all about anyway?

WHAT DR. ALPERS RECOMMENDED.

Well, it called for a general "house-cleaning" in the affairs of the association. The actual recommendations made by Dr. Alpers were many of them, it seemed, not open to objection. What some of the most earnest members of the organization complained of was a certain spirit of acrimony that ran through the address. They insisted, furthermore, that it contained exaggerations and misstatements. Words like "hypocrites" and "bankruptcy" were used—and these words, even though employed properly, are very likely to be caught up by an audience, and afterwards emphasized in the newspapers, in such fashion as to distort the original meaning altogether. As nearly as I could discover, the important opinions and recommendations contained in the address were as follows:

THE "SYSTEM" ATTACKED.

Dr. Alpers was careful to make no charges against any officer, but to attack what he called the "system" that had grown up during the years. The council had too much power. It was, furthermore, too large and unwieldy in membership, and there should be a small executive committee substituted for it. If the council is kept as it is at present, provision should be made so that a member cannot be reelected until he has been out of office at least a year. Some of the officers of the association hold two or more jobs, and there is consequently too much concentration of responsibility and too much continuance in office of the same set of people.

As for the National Formulary, the policy of the organization, said Dr. Alpers, is all wrong. The association should not make money by means of this book but should consider it a public trust. The book should be distributed free to members and sold at the cost price to others. Text-book authors should not be made to pay for the use of it.

Proceeding next to discuss the finances of the organization, Dr. Alpers pointed out the fact that there had been an annual deficit of three or four thousand dollars during the last few years, and that something should be done to stem the tide. Salaries should be reduced. Traveling expenses of officers should be cut out. In years when financial deficits exist, the officers should be made to stand a horizontal reduction in salaries. If the present officers

refuse to work at a lower rate, there are plenty of other men who can be secured to fill the jobs. To overcome the existing financial loss, the president suggested that the membership of the organization be greatly increased, and he thought a membership chairman, with salary, should be appointed to conduct vigorous and systematic campaigns by mail.

DR. BEAL'S REPLY.

I am assured by those who heard the address that the foregoing pretty accurately represents the sum and substance of Dr. Alpers' recommendations. Dr. Beal's committee, however, when it finally brought in its report at the last general session, considered few or none of these recommendations, but addressed itself to the task of clearing away what it called "the misstatements of fact" in the address. Dr. Beal occupied the floor for nearly forty minutes, and his arraignment of Dr. Alpers was at some points exceedingly incisive and bitter. Dr. Alpers sat immediately in front of him and never flinched. It was a dramatic situation that will not soon be forgotten by those who were present. Dr. Beal's voice and hands both trembled at frequent intervals as he proceeded,



Dr. James H. Beal, chairman of the committee to which President Alpers' address was referred. Dr. Beal and Dr. Alpers became the central figures of the Atlantic City meeting.

and there was no time when you couldn't have heard a pin drop.

After Dr. Beal had finished his written report, and his extemporaneous remarks, it was made clear that all the committee had sought to do was correct the alleged inaccuracies of the Alpers document. It was recommended, and afterwards voted, that the committee on

the one hand, and Dr. Alpers on the other, carrying on their transactions in every case by correspondence, should agree on a proper revision of the address, and that the latter, when it had finally been modified to suit the committee, and if necessary the council, should then, and not until then, be printed in the official *Journal*, along with the report of the committee.

As for the recommendations made in the address, and given in brief form in the foregoing paragraphs, the committee asked to be continued in office so that it could consider them at leisure during the coming year and report definitely and at length at the next annual meeting.



Joseph W. England, who, as chairman of the committee on publication, has general supervision over the publications of the association.

What the committee recommended was finally voted, but not until after some fireworks had been exploded by Jacob Diner, Theodore J. Bradley, R. D. Lyman, and Prof. J. P. Remington.

DR. ALPERS IN DEFENSE.

Dr. Alpers finally took the floor in his own defense and made an admirable speech. It seemed to me distinctly conciliatory. If there were inaccuracies in his address—if there were exaggerations—he was entirely willing to have them corrected. He had no charges to make against any individual officer of the association, but what he was attacking was the “system” that had grown up without anybody’s connivance and almost without recognition. He had no desire to hurt the association. On

the contrary, he wanted to build it up. But surgery was sometimes the only remedial agent that would effect a cure, and whenever he saw an evil it had been the practice of a lifetime to attack it openly and boldly, without regard for the feelings of any individual, and also without regard to the effect upon his own fortunes.

Thus ended a situation tense with interest and at times instinct with disaster. Something in the way of editorial comment on Dr. Alpers’ address, and on the general subject of reorganization which it suggested, will be found elsewhere in the present issue of the BULLETIN.

FOR OR AGAINST SUFFRAGE?

Next in dramatic interest to the Alpers-Beal episode was the picturesque entrance of a delegation from the National Suffrage Association—if that is the correct title. This association was holding its annual convention down the Boardwalk a block or two away, and one afternoon four large, important-looking women came down the aisle and stood in a row before President Alpers’ rostrum. Dr. Wolfe was the spokesman. She talked very briefly, but what she asked was the adoption of a resolution which would commit the A. Ph. A. to the principle of equal suffrage.

Finishing her remarks, she laid the resolution down on the desk, bowed very gracefully, and then she and her associates marched grandly down the aisle and out of the room.

Scarcely had the women left the convention hall when the fun began. Jacob Diner, amid great laughter, moved that the resolution be referred to the council, which would have the effect of putting off action for another year. Dr. Whelpley caused a still greater measure of fun when he moved an amendment that it be referred to the House of Delegates, but Dr. W. C. Anderson brought down the house when in a flight of oratory he declared that the proper place to refer the resolution was to the women’s section.

But the fun by this time had gone far enough. One serious-minded member protested against such levity, and insisted that the association should then and there consider the resolution and either approve or disapprove of it. Chas. Merrell, of Cincinnati, thereupon took the floor and asserted that if the A. Ph. A. wanted to be broken up effectually, the best way to do it would be to meddle with equal suffrage, politics, prohibition, or the European

war. At that the whole matter was quickly settled by referring the resolution to the House of Delegates, and thus ended a very interesting breathing-spell during a week of hard and continuous labor.

WHERE SHALL WE GO?

Another interesting incident developed over the selection of a meeting place for next year. Invitations had been received from Indianapolis, Cincinnati, Kineo, Me., Omaha, Tampa, Atlantic City, Hawaii, and Havana. Nearly an hour was consumed in settling the matter, but the real competition was between Kineo, Indianapolis, and Cincinnati.

The women were all plugging for Kineo. They had buttonholed every member personally during the last day or two, and they were all in the meeting hall when the subject came up for consideration. They nearly carried the day. On a rising vote Kineo was defeated by only a few noses. Then ensued a fight between Cincinnati and Indianapolis, and the convention had to listen to a lot of oratory describing the charms of these two American cities. Finally Indianapolis was selected by a close vote. As a matter of fact, the members felt instinctively that inasmuch as the association had gone to the extreme western coast last year, and the extreme eastern coast this year, it should strike somewhere near the center of population next year. Either Cincinnati or Indianapolis was the logical place. Our own

conviction is that the A. Ph. A. ought to go to Atlantic City every other year, and then make its appeal to local membership by going somewhere else during the alternate years. Most of the members combine vacation with business, and when they attend an annual convention they want some of the vacation pleasures. Atlantic City is an ideal place for a national convention.

A DELIGHTFUL WEEK.

This year the attendance was rather less than usual, and this was probably due to the fact that a universal railroad strike was threatened on the very day when the convention was to open. This frightened away nearly all the members from the middle West and far West. The result was an attendance of three or four hundred people instead of possibly five or six hundred. But there were a good many new faces at that, while most of the old guard was of course in attendance.

The week was a delightful one. There was the ever-present attraction of a wonderful beach. There was the Boardwalk with its innumerable fascinations. There were theaters and movies, and hotels and entertainment piers of a hundred different kinds. The whole place breathed an atmosphere of delight and relaxation, and even at that the business sessions didn't seem to suffer very much.

"Uncle John" Patton was there for the first time in many years. Teeters and Kuever were



Charles Holzhauser.



W. L. Cliffe.



H. C. Christensen.

The Three Presidential Nominees.

there from Iowa. Professor Linton came way from Seattle. Dr. W. C. Anderson was of course on deck, and Diekman and Rusby of the New York College. Professor Remington, during the summer, lives only eight or ten miles away at Longport, and of course he was on hand. Seltzer and Francis represented Detroit. Wilbert and Kebler brought the authority of the United States Government with them. At the press table were E. J. Kennedy of the *Era*; Caswell A. Mayo of the *American Druggist*; Mansfield of the *Practical Druggist*; Cousins, the broncho buster from Texas; and one or two cubs that I didn't happen to know. And there were many others—far too numerous to mention.



John F. Patton, present at an A. Ph. A. convention for the first time in several years.

AN APPEAL FOR RESEARCH WORK.

Judged by its permanent effect upon the fortunes of pharmaceutical science, the address of W. L. Scoville, as Chairman of the Scientific Section, was one of the most important features of the convention. Incidentally Mr. Scoville has been acting chairman of the N. F. during the last year or two, and was largely responsible for getting the final work done and for seeing the book through the press. He is a thinker who gets to the bottom of things, and his address showed grasp and wisdom.

It was an appeal for research work. If we can find space for it, we mean to print the entire address in this issue of the BULLETIN. Suffice it to say here, therefore, that Mr. Sco-

ville indicated beyond a doubt that many problems faced by revisers of the Pharmacopœia and National Formulary had by no means yet been solved, and that pharmacy would continue to suffer so long as they remained unsolved. It was a confession of defeat, for instance, when elixir of the phosphates of iron, quinine and strychnine was dropped from the new U. S. P. In other cases preparations were continued in the book although satisfactory formulas had not yet been worked out for them.

Not only is a greater amount of research work necessary in pharmacy if the U. S. P. and N. F. are to be made what they should be, but there is a deeper and more fundamental reason. Germany snatched away from England its preëminence in the field of chemical manufacture because it based chemical industry upon the most careful and elaborate research work. In the United States those manufacturing pharmacists who have done the greatest amount of original investigation have succeeded in building up the largest enterprises. The retail druggist, of course, is not in position to conduct scientific investigations, but organized pharmacy, in its larger aspect, must undertake this work if it is to hold its own, if it is to command the respect of the world, if it is to solve its problems satisfactorily, and if it is to continue to be what it pretends to be—a branch of technical science.

Mr. Scoville's address provoked some discussion, all of a favorable nature, and his recommendation was adopted. It was voted to establish a committee on research. For the present a temporary committee was selected with Mr. Scoville himself as chairman, and with the following associates: C. E. Vanderkleed, A. Viehoever, C. H. LaWall, and Wm. Mansfield.

Chairman Joseph W. England, of the Committee on Publication, recommended that a permanent N. F. chairman be secured, possibly under salary, but instead of this the convention decided to appoint in 1919 a revision committee to serve for the next ten years. This will be in lieu of the previous method of appointing a new committee, in whole or in part, every year. Whether or not the future committee will be salaried remains still to be determined. The present committee has absolutely refused honoraria, and has acted throughout in a most self-sacrificing and altruistic manner.

A DEBATE ON PRESCRIPTION PRICING.

Perhaps the most practical and useful discussion of the entire week centered around the subject of prescription pricing. The first gun was fired by the report of a special committee comprising Harry B. Mason, F. W. R. Perry, and George M. Schettler. This committee presented facts to show that prescription pricing throughout the United States was in a very bad way. Prices for a given prescription, for instance, would range anywhere from fifty cents to a dollar and a half. It was declared that most druggists really lost money in their prescription departments without realizing it. Often a druggist will follow the old custom of making a flat price for prescriptions—30 cents, say, for a two-ounce mixture, 40 cents for a three-ounce mixture, and 50 cents for a four-ounce mixture. These prices would be made regardless of the cost of the ingredients, and despite the fact that frequently the druggist would lose instead of make money by the transaction.

After discussing the subject at considerable length, the committee recommended that druggists adopt what has become known as the Evans rule in the pricing of prescriptions. This rule is as follows: Get a profit approximating 100 per cent on the cost of the bare material and container, and then charge a dollar an hour for actual time consumed in compounding. If every druggist in the United States were at once to adopt this rule, were to apply it universally, and were to base it on proper knowledge of the actual cost of material and container, he would make a satisfactory profit on his prescription business. Exceptions to the rule might be made in the case of very inexpensive mixtures on the one hand, or very costly mixtures on the other, out of deference to the consumer's pocketbook and prejudices, but such exceptions would not often be necessary.

This report occasioned considerable discussion. Two or three other papers were presented, but in the absence of the authors were read by title only. The recommendations of the committee were entirely approved by the section, and a resolution was afterwards passed in favor of the Evans rule.

PROFESSOR LLOYD THE CENTRAL FIGURE.

In the Scientific Section a dramatic presentation of the subject of absorption was made

by Professor J. U. Lloyd, who began his studies on that subject 30 years and more ago, and who is a pioneer in the realm of colloidal chemistry. Professor Lloyd attracted a roomful, and a number of men even stood during the hour and a half in which he presented his subject and illustrated it with experiments showing how an excess of filter paper not only causes a loss in substances dissolved, but that substances differ in their absorbability.

He demonstrated that in a mixture of ipecac alkaloid with quinine, both being in solution, the ipecac alkaloid was entirely absorbed in the paper and removed from the solution while the quinine passed through. Similar results were shown with sanguinarine and quinine, the



Henry P. Hynson, who refused to run for the presidency.

sanguinarine being retained in the paper while most of the quinine passed through.

He also exhibited a bottle of phytotrine, a new amorphous alkaloid obtained from ipecac. This alkaloid is very dark in color and has resisted all efforts to crystallize it thus far. It also acts peculiarly with acids, and pure salts have thus far not been obtained. Not only were the experiments and illustrations of especial interest, but Professor Lloyd's talk held the close attention of his audience throughout.

At the close of his address the Committee on Ebert Prize, through its chairman, C. H. LaWall, reported that the prize for 1915 had been awarded to Professor J. U. Lloyd for his studies on the absorption properties of silicates, which drew forth further expressions from the recipient.

OTHER PAPERS.

Twenty-eight other papers were presented to the Scientific Section, and a number of them were of unusual interest—some interesting particularly to chemists, some to pharmacologists, some to botanists, and some to dispensers.



President W. C. Alpers as he appeared at the Atlantic City meeting eleven years ago with his two daughters. One of the young ladies was present with him this time.

Three full sessions were held, comprising a little more than ten hours altogether.

This brief review of the meeting is bound to be very sketchy and incomplete. A large number of papers were read in the different sections, and it would be quite impossible to discuss them in detail. All we try to do here is to touch some of the high lights of convention week.

NEW OFFICERS.

The nominating committee this year had some difficulty. It originally chose three men as candidates for the presidency—Messrs. H. P. Hynson, C. A. Bigelow, and Charles Holzhauser. Mr. Bigelow promptly refused to be considered a candidate, whereupon W. L. Cliffe was selected by the committee in his place, and then, when the committee reported at the last general session, Mr. Hynson refused likewise to run. H. C. Christensen was substituted for him. The three candidates, to be voted on subsequently by mail, are, therefore, Messrs. Holzhauser, Cliffe, and Christensen. There was a long list of nominees for the three vice-presidencies, and the following members were nominated for the council: F. J. Wulling, Minneapolis; C. B. Jordan, Indianapolis; M. I. Wilbert, Washington, D. C.; O. F. Clause, St. Louis; G. M. Beringer, Camden; A. B. Bolenbaugh, West Virginia; Joseph P. Alacan,

Cuba; Thomas F. Main, New York; and L. D. Havenhill, Kansas.

J. O. Burge of Nashville was made honorary president. Prof. H. V. Arny was made Reporter of the Progress of Pharmacy, and the permanent officers of the organization were reelected—H. M. Whelpley, Treasurer; W. B. Day, Secretary; and E. G. Eberle, Editor. L. C. Hopp was made chairman of the council and Jos. W. England, secretary.

AS TO COMMERCIAL TRAINING.

A little debate developed one afternoon on the question of commercial training in colleges of pharmacy. What started it was a very interesting talk by Homer S. Pace, an experienced accountant from New York, who described his course of instruction in the New York College of Pharmacy. Harry B. Mason, called on by the chair to speak, approved heartily of the position taken by Professor Pace and uttered the conviction that schools and colleges of pharmacy in the future would have to do much more than they have in the past in the way of commercial training. He declared that a school of pharmacy, if it prepared students for the conduct of a drug store



The Boardwalk is always a source of joy—with the shops on one side and the ocean on the other.

instead of merely preparing them to pass a technical examination by the State Board, would have to devote at least 40 per cent of its time to instruction in salesmanship, accounting, advertising, and business subjects generally.

This immediately brought Prof. C. H. LaWall to his feet with a declaration that such a proposition was absurd. There wasn't time

in a pharmacy course for any such amount of commercial instruction, and it wasn't necessary anyway. Afterwards Otto Raubenheimer insisted that the place for a young man to get a business training was in the drug store. He himself got it there, and his argument seemed to be that it took him a long time to get it, and he didn't consider that young men should be started out with something which others had had to work hard to get for themselves. Charles W. Holzhauer asserted vigorously that the average preceptor was not qualified to give a young man modern training in business methods, and if students didn't get it in college they wouldn't get it at all. And so the debate ran back and forth, and did little more than enliven the members by the process of entertaining them.

There was a good deal of interesting work done in the various sections, but there is scarcely space in such a review as this to touch upon it all. Henry P. Hynson held an interesting "prescription clinic" one afternoon, in which he showed that some of the drug journals had given inaccurate information in discussing prescription incompatibilities. In the course of his remarks, however, he made a couple of errors himself. And then Professor

would be registered as a liquor dealer, and thus pharmacy would be ennobled, liquor would be driven out of the drug store, and the millennium would rapidly approach.

THE BOARDS AND THE COLLEGES.

And finally just a word or two about the boards and the colleges. They held their



Here we have a closer view of the shops on the Boardwalk.

meetings over in Philadelphia before the week of the A. Ph. A. Convention. R. D. Lyman was elected President of the Conference of Faculties, and L. C. Lewis President of the National Association of Boards.

The Conference of Faculties had previously established a requirement that, beginning with this fall, schools belonging to the organization would have to establish an entrance requirement comprising two years of high-school work. It was voted at Philadelphia, however, as a result of an appeal made by the St. Louis College of Pharmacy, that this requirement should be made recommendatory instead of mandatory for the present year only.

The Association of Boards did a good deal of valuable work and incidentally placed itself in sympathy with the movement for higher entrance requirements. If we mistake not, a full high-school course is to be required somewhere about 1920 or 1921. In the meantime the association increased its membership dues from \$15 to \$35 annually and its interstate reciprocity fees from \$5 to \$15. This is to provide more funds in order that Secretary Christensen may conduct his office more efficiently and may be able to visit the different Boards throughout the country for the purpose of improving their methods and for bringing nearer the day when interstate reciprocity may be universally achieved.



Not everybody in this picture was a member of the A. Ph. A., but at least several people were.

LaWall, in supposedly correcting F. T. Gordon, did so with a misstatement!

M. I. Wilbert got an elaborate scheme out of his system one day for solving the liquor problem. With the aid of the W. C. T. U., he wants to have liquor handled by a Federal act like the Harrison Law. Very high professional requirements could then be insisted upon by a government bureau, before a druggist

The N. A. R. D. Convention.

For eighteen years the National Association of Retail Druggists has stood pledged to the principle of price maintenance, and that issue was the big topic of discussion at the annual meeting held at Indianapolis September 18-22. Robert J. Frick, of Louisville, Kentucky, was elected president, Thos. H. Potts remains secretary, and Grant W. Stevens was re-elected treasurer. The association indorsed the Paige patent-reform bill and the Kern-Doremus poison-mailing bill. Resolutions were passed condemning the sale of liquor by drug stores, on the one hand, and favoring the establishment of a standard for whisky and brandy on the other. Cleveland made a strong play for the next convention—a matter to be settled by the Executive Committee at its regular semi-annual meeting in December.

Once upon a time the N. A. R. D. was tangled up in a legal way with the name "Indianapolis." You all remember it—the "Indianapolis decision;" and a sad blow it seemed, too.

But everything has come out all right. Out of the remains of the only "trust" that the government ever busted there has developed the present staunch organization—so staunch and double-jointed, indeed, that the thought is suggested that perhaps the eruptive force of the court's stern mandate was the best thing that the association ever came in contact with.

And now another "Indianapolis decision" has been rendered, and one of quite a different

apolis last year, 1068; at Philadelphia two years ago, 1422.

WHAT REGISTRATION MEANS.

By registration is meant all those who attend, which does not, however, include all those who take in the drug show. A great many of the delegates bring their wives; both man and wife register at a place designated for the purpose. One dollar per is dug up, badges pinned on, and free access to the different social and amusement features provided; a coupon-book contains tickets to these.

It is not at all uncommon for a druggist, accompanied by his wife, possibly, to take his vacation in this manner. He may not be a delegate. It may be that there is no organization in his town and that he isn't a member of the N. A. R. D., even. That doesn't matter; he is welcome. He can mingle with his kind, take in all the entertainment features and listen to the deliberations in the big convention room to his heart's content.

Last year a committee was appointed to consider the advisability of changing the form of organization somewhat. It may be recalled that the Iowa delegation made a few dire prognostications to the effect that somebody might wake up one fine morning and find that a monkey-wrench had been heaved into the works. There wasn't much done at the time and it now develops that much less has been done since. The committee, Charles F. Mann, Detroit, chairman, reported that no change was necessary.

THE NEW OFFICERS.

The following officers were elected:

President, Robert J. Frick, Louisville, Ky.

First vice-president, Walter H. Cousins, Dallas, Texas.

Second vice-president, E. W. Stucky, Indianapolis, Ind.



Robert J. Frick, the new president of the N. A. R. D.

character. It is unanimously conceded that Indianapolis is all right, whether she succeeds in landing a vice-president in November or not. The 18th annual convention of the National Association of Retail Druggists was a success from every standpoint.

There were 189 accredited delegates—30 more than assembled last year at Minneapolis, and 35 more than turned out at the Philadelphia meeting two years ago. The total registration at Indianapolis was 1036; at Minne-

Third vice-president, W. B. Cheatham, San Francisco, Cal.

Secretary, Thos. H. Potts, Chicago, Ill.

Treasurer, Grant Stevens, Detroit, Mich.

S. A. Eckstein, Milwaukee, was elected to the one-year term on the Executive Committee, displacing President Frick; Jas. P. Crowley, Chicago, was reelected for a three-year term; and Theodore F. Hagenow, St. Louis, becomes a member for a period of three years. The other members of the Executive Committee are Jas. F. Finneran, Boston; Chas. H. Huhn, Minneapolis; and Chas. F. Harding, Cincinnati.

Doubtless the convention was held at Indianapolis this year as a sort of a tribute to M. A. Stout, the outgoing president. Indiana is Mr. Stout's home State; he lives at Bluffton. Indianapolis was not among the cities that made a bid for the convention last year at Minneapolis.

Edward W. Stucky, president of the Indianapolis association, had general charge of convention arrangements. Mr. Stucky delivered one of the addresses of welcome, on the night of the formal opening. Charles G. Genolin, president of the State association, spoke also, as did Mrs. Frank H. Carter, in behalf of the women's entertainment committee. Responses were made by Chas. H. Huhn, Minneapolis; Chas. F. Harding, Cincinnati; and Mrs. William Estelle Lee, Philadelphia, one of the Indianapolis papers christening Mrs. Lee "Little Mother of the N. A. R. D."

SLOW, PATIENT WORK.

In order to get at what has been accomplished between the convention this year and the one held at Minneapolis last year, it is necessary to turn to the reports made by the officers and by the different committees. Stating the obvious is a fault that most of these documents have, and the recommendations at the end of each effusion are not always altogether savored with sanity; but contained somewhere between the hackneyed reiteration and the word of advice there ought to be found the Gail Borden in the cocoanut. For these papers, at least in theory, constitute just so many stewards' accountings.

It is always wise to bear in mind, however, that there must necessarily be much that remains hidden. Suppose a piece of legislation is being worked on, for instance, and that much more effort will yet have to be expended along

the same line before even a compromise with opposing forces may be brought about. It would not be the part of wisdom to lay all the cards on the table. No reasonable man could expect it, and no member asks it.

It should be borne in mind also that obtaining justice through legislative processes has got the mills of the gods beat seven ways from Sunday when it comes to the matter of slowness.

So we must not be startled when we realize that the dominant note, which is but another way of saying the big issue, is price maintenance, just as it was eighteen years ago.

Here is a significant paragraph taken from President Stout's address: "The retail drug trade is going through an evolution, and what the final results will be is hard to predict. At the present time soda fountains and lunch counters are taking the place of the prescrip-



M. A. Stout, Bluffton, Ind., the retiring president.

tion department in a great majority of the stores in cities, while in the smaller cities and towns the drug store is a variety store because of competition by dispensing physicians, wagon pedlers, and others."

Mr. Stout made an excellent presiding officer.

THE GENERAL CONDITION OF AFFAIRS.

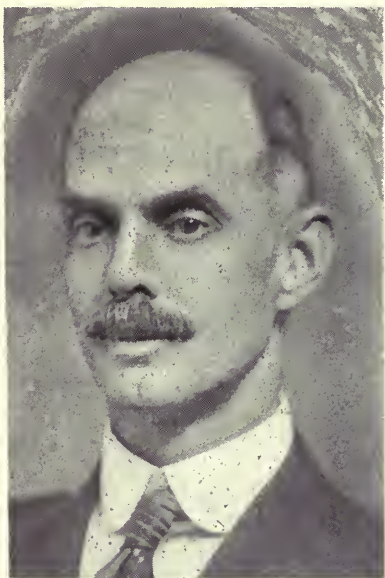
The financial showing this year is not quite so good as that reported at the annual meeting last year, but the difference is not marked. The surplus at that time was stated to be \$26,170.42. September 1, 1916, the treasurer's report shows it to be \$25,247.16. Last year

the statement was drawn August 1, so it would appear that the 1916 accounting includes thirteen months. This may be due, however, to the fact that the convention was held later this year than it was last year.

But it is evident that the affairs of the association are in good shape. The surplus on August 1, 1913—three years ago—was \$13,652.67, only a little more than half the present showing.

Treasurer Grant Stevens was confined to his room during a large part of the convention, a painful attack of rheumatism putting his best leg out of the running.

Secretary Potts stated that the number of



E. W. Stucky, Indianapolis, elected second vice-president.

State associations affiliated with the national body remains the same as it was last year—thirty-eight. Local affiliated associations have increased 41, making a total of 1121. The association employs six traveling organizers on salary and one who works on commission, making seven in all. The expenses of the organization department during the last convention year were \$21,451.81.

The national secretary visited nine State association meetings during 1916, and Hugh Craig, editor of the *N. A. R. D. Journal*, visited two, the latter being those held in Texas and Iowa.

TROUBLES WITH THE FAIR TRADE LEAGUE.

One who has followed N. A. R. D. affairs during the past year or so must have learned that for some time there has been a certain de-

gree of antagonism existing between the organization and Secretary Edmond A. Whittier of the Fair Trade League. This could be read at the Minneapolis meeting, Mr. Whittier having been present in a speaking capacity, and the situation has lost none of its element of chill since that time. Incidentally it might be mentioned that Mr. Whittier was expected to be present at the Indianapolis meeting, but that he did not appear.

Both Chairman Finneran of the Executive Committee and Chairman Henry of the Legislative Committee reported on general conditions in this respect, and each in turn succeeded in convincing the assembled delegates that the N. A. R. D. has every right to pose as the aggrieved rather than as the aggressor. Notwithstanding this, both Mr. Finneran and Mr. Henry, in their reports, recommended that the national organization still continue to work with Mr. Whittier and the League he represents in further attempts to secure the passage of the Stephens-Ashurst bill and of the proper legislation for the suppression of the trading stamp evil. It is doubtless the N. A. R. D. policy to continue its support of the price maintenance measure which failed to get out of committee during the last session of Congress as long as there appears to be reasonable assurance that the Stephens-Ashurst bill will pass unemasculated, but to introduce a new bill, to be known as the "N. A. R. D. Price-Maintenance Bill," should circumstances so shape themselves a little later on that such a course becomes necessary in order that drug interests may be satisfactorily protected.

THE AID OF CONSUMERS TO BE SOUGHT.

It was one of the recommendations of the Executive Committee that druggists circulate petitions among their customers, and among consumers generally, asking Congress to pass a price maintenance law. It is not the intention, however, that druggists shall do this on their own initiative. Should such a plan be adopted it must, in order to be effective in a big way, be carried out under the direction of the national body.

Samuel C. Henry makes a very satisfactory chairman of the committee on legislation. He is quiet, courteous, determined, absolutely fair, and one can well imagine that it would not be a hardship for a busy official to grant him a hearing. There is no trace of the bulldozer hanging anywhere about him.

This committee recommended the passage of the Kern-Doremus poison-mailing bill, counseled a continuance of effort looking to a revision of our patent laws as proposed by the Paige bill now before Congress, and urged that all attempts to eliminate section 6 of the Harrison law be strenuously opposed.

TELEPHONE TROUBLES.

One of the features always looked forward to is the report read by Wilhelm Bodemann as chairman of the Telephone Committee. The Sage of Hyde Park strikes straight from the shoulder and some of his comments are extremely amusing—as this, for instance, lifted bodily from his 1916 contribution:

"We would urge all druggists in cities where there are coin boxes to be present when the collector empties the box, if for no other purpose than to satisfy themselves that the count is correct."

Typically Bodemannesque!

There is still a great lack of uniformity, when rates allowed druggists are considered. In Cleveland, for example, druggists get 50 per cent after the first \$6 are removed, while a delegate from St. Louis reported that he gets only 10 per cent of what is taken in. There is a wide discrepancy between 10 per cent and 50 per cent.

A delegate from Milwaukee stated that when he went to that city and bought a store the company offered him 10 per cent. He wouldn't take it, and got 30.

In Boston the company allows 15 per cent on all money received up to \$100 and 20 per cent on that amount exceeding \$100. When there are three phones in the store they are considered one; receipts from any of them, or all of them, may be used to make up the \$100.

Minneapolis has two telephone systems, the Bell and the Tri-State. Chas. H. Huhn reported that arrangements made with the Bell were not satisfactory and that druggists had been unable to either ascertain how the company arrives at its figures or to get a representative to meet with them so that the atmosphere might be cleared. Mr. Huhn complained that the monthly statements received from the company were complicated.

Chairman Bodemann rather discouraged the idea that a uniform rate might be obtained. Too many utility commissions stand in the way, he said. Mr. Bodemann does not believe in commissions of this character.

GREEN HERB MATERIA MEDICA.

The report of the Propaganda Committee, John H. Webster, Detroit, chairman, was unusually interesting this year for the reason that quite a little curiosity has been aroused by the proposal to emancipate the drug business by displacing our ordinary liquid preparations of vegetable substances with green drug tinctures. Under the new order, instead of carrying a bottle of tincture of digitalis on his shelves, the druggist would take the green leaves and prepare the tincture as called for.

But how to get the green leaves at all times? That was the question concerning which a great many held doubts—and hold them yet.

Mr. Webster frankly stated that his commit-



Theodore F. Hagenow, St. Louis, elected third vice-president.

tee had split fifty-fifty on the proposition, "a portion of the members being heartily in favor of finding out more about it, and the other portion being in favor of letting the present system alone."

Otto E. Bruder, assistant editor of the *N. A. R. D. Journal* and head of the Propaganda Department at national headquarters, was called upon. Mr. Bruder is very enthusiastic, and it is probably due entirely to his initiative that the movement has attained even its present proportions. However it was noticeable that none of the officers or those occupying positions on the important committees took part in the discussion, and it may therefore be inferred that the idea has not yet become an administration measure.

John H. Webster is destined to become a national figure in organization affairs.

THE JOURNAL.

There has been a marked improvement in the *N. A. R. D. Journal* during the year; Editor Craig is putting out a very creditable paper. It was stated that there has been a gain in subscribers of 6 per cent. Chairman Riemschneider of the Advertising Committee reported that the publication distanced its leading competitor from the standpoint of space sold to advertisers by six pages a month. He did not, however, call attention to the fact that the *Journal* is issued 52 times a year, against its "leading competitor's" 12 times per annum.

RESOLUTIONS.

The Resolutions Committee was, as usual, headed by Dr. Wm. C. Anderson of Brooklyn, and of course the chairman presided when the different measures were brought up for final disposition in open meeting. Very often this



Chas. F. Harding, Cincinnati, a member of the Executive Committee.

session is enlivened by heated debate, but there wasn't a ripple on the placid waters this year. Skeletonized, here are the important resolutions adopted:

A committee consisting of one member from each State where an organization of the N. A. R. D. exists, to be known as the Committee on Elections, is to be appointed, whose duty it shall be to investigate candidates for public offices and ascertain their attitude toward interests affecting the drug trade; the Legislative Committee is to prepare a model anti-coupon or trading-stamp measure for submission to the legislatures of the various States through the local committees having such matters in charge; the association is to continue its efforts to secure better laws for the protection of druggists, believing it to be highly desirable "for

every compounder and dispenser of medicine which is intended for the cure or relief of human ailments to be a regularly licensed and registered pharmacist, without exception;" the Executive and Legislative Committees are to prepare or have prepared a model anti-vending measure in time for presentation to the 42 respective State legislatures which will convene on or after January 1, 1917; an attempt is to be made to have pure food and drug laws, and sanitary inspection laws made applicable to the physician in the same manner that they are enforced against the druggist; the association re-affirms its position on trading stamps and coupons, and pledges the use of every power it may possess to aid in the creating of national and State laws which will abolish this form of gift enterprises; the organization favors the passage of the Kern-Doremus poison-mailing bill, believing that the mails should not be closed to medicines containing poison, providing proper restrictions are observed as to packing, etc.

The action of the American Pharmaceutical Association in endeavoring to provide a model pharmacy law is commended, and the N. A. R. D. is pledged to aid in the work. All efforts to amend the Harrison law by the elimination of Section 6 are to be fervently opposed, and the association pledges its support to efforts made to secure a decision from the court which will set aside certain unfair and unjust rulings of the Treasury Department. The Paige bill was indorsed, it was decided to continue to employ an attorney to represent the association at Washington, and the manufacturers of a certain proprietary tooth preparation came in for some pretty hard raps by reason of the fact that the company puts out a 10-cent package to be sold exclusively by 5- and 10-cent stores and department stores.

WHISKY AND BRANDY AGAIN.

The liquor question came up again this year, and there was a little discussion on the floor, although taken as a whole the situation was much more adroitly handled than it was at the Minneapolis convention.

There can be no doubt that the N. A. R. D. as a body—at least in so far as its delegates may be deemed to represent that body—is not in sympathy with the action of the revision committee in deleting whisky and brandy from the Pharmacopœia. Strong resolutions of condemnation were almost unanimously adopted

at the 1915 convention. Meanwhile the *Pharmacopœia* has been printed, but this does not seem to lessen the opposition or to heal the sore spot.

Before the convention convened it was rumored that an attempt would be made to secure action which would open the way for the passage of a remedial measure by Congress some time during the coming winter session. It was stated that a bill would be introduced at Washington having for its aim the establishing of standards for whisky and brandy, and it was hoped to get the indorsement of the National Association of Retail Druggists.

All this constituted a mere rumor, and very little happened during the convention which would tend to lend color to its truthfulness. Nevertheless the association went on record. Here is the exact phraseology of the resolution passed: "That we favor an official standard for whisky and brandy, in order that inferior articles for medicinal purposes may be avoided."

Looking back over these issues to which the association stands committed, it will be observed that practically nothing new is to be taken up during the coming year. Price maintenance is still the big issue; the association stands pledged to put its best efforts back of this principle, all other matters taking relative positions below it in importance, some of them shading off into the dim distance near a purple horizon.

NOT TO BE ENFORCED UNTIL JANUARY.

During the course of the convention Professor James H. Beal, Frank H. Freericks and Chas. M. Woodruff were asked to make brief addresses. Professor Beal's talk was particularly interesting, in that he touched on a subject that has been engaging the thought of every druggist in the United States—and that is how to live in accordance with the provisions of the new U. S. P. when it has only been within the last few days that it was possible to get a copy of the book.

Professor Beal said that when the revision committee set September 1 as the date on which the new work should go into general use it had every assurance that the book would be out in ample time. Even in June when that part of the volume setting September 1 as the date was printed it looked as if there would be no trouble. But later a number of difficulties developed which made it appear that the com-

mittee had been guilty of an error in judgment. Professor Beal deplored the conditions, and then went on to say that very recently he had accompanied Professor Remington and Dr. Wiley to a conference with Dr. Alsberg, Chief of the Bureau of Chemistry, Department of Agriculture, and that it was the understanding that no attempt would be made to base the enforcement of Federal drug laws on the new *Pharmacopœia* until January 1, 1917.

Chas. M. Woodruff is secretary of the National Association of Manufacturers of Medicinal Products, and his remarks were confined largely to the Kern-Doremus poisoning bill.

The courtesy of the floor throughout the en-



James P. Crowley, Chicago, a member of the Executive Committee.

tire convention was extended to Professor Beal, Mr. Freericks, and Mr. Woodruff.

Another speaker who was listened to with close attention was Eugene C. Brockmeyer, the association's Washington attorney and correspondent. Mr. Brockmeyer has had a varied and valuable experience, and his services cannot fail to prove of the greatest assistance to the association. He made a good impression.

THE WOMAN'S AUXILIARY.

Mrs. J. H. Riemenschneider, of Chicago, was elected president of the W. O. N. A. R. D. at the final business session held Thursday. The other officers elected are: Miss Clara L. Hulskamp, of Louisville, first vice-president; Mrs. S. A. Eckstein, of Milwaukee, second vice-president; Mrs. A. J. Hoening, of St. Louis, third vice-president; Miss Nora V.

Brendel, of Wilmington, Del., fourth vice-president; Mrs. R. G. Rutherford, of Brooklyn, fifth vice-president; Mrs. William Estelle Lee, of Philadelphia, financial secretary; and Mrs. John C. Otis, of Cincinnati, treasurer.

Mrs. Leslie O. Wallace, of Auburn, N. Y., was elected corresponding and recording secretary. This is a new position, created because of the great amount of work connected with the secretary's office.

The newly elected members of the Board of Directors are: Mrs. J. F. Waterhouse, of Newton Highlands, Mass., chairman; Mrs. Louis Emanuel, of Pittsburg; Mrs. H. E. Rowe, of Rock Island, Ill.; Mrs. Robert A. Clarkson, of Springfield, Ill.; Mrs. Oscar Rydstrom, of Buffalo; Mrs. F. E. MacBride, of Youngstown, O.; Mrs. William H. Farley, of Asbury Park; and Mrs. J. D. Sutton, of Rock Island, Ill.

Samuel C. Henry addressed the women's organization, telling them about proposed legislation and briefly outlining the hopes and purposes of the association.

THE DRUG SHOW.

The Drug Show was as attractive as usual, although the number of exhibitors was less than fifty; something like 25 less than last year. Every available inch of space in the main room devoted to this purpose was taken, however, and a number of firms were obliged to place

their exhibits in adjacent rooms. Taken as a whole it is quite probable that a more artistic "show" has never been arranged during the existence of the N. A. R. D.

Indianapolis drugdom has every reason to feel highly elated. It acquitted itself with great credit, and on every hand expressions of appreciation were heard. Hotel accommodations were good and the entertainment features ample. On Thursday afternoon the visitors, led by a band, were conducted to the Hoosier capital's celebrated speedway, where they witnessed a number of exciting automobile races. This affair was arranged by and conducted under the auspices of Eli Lilly & Co., The Mooney-Mueller-Ward Drug Co., and the Kiefer-Stewart Drug Co.

The Indianapolis "boys" started something which promises to become a permanent feature. Almost on the spur of the moment they arranged a stag smoker to fill in an unoccupied evening, and it proved one of the most enjoyable and popular functions of the entire week. When Secretary Potts suggested that this same thing be tried again next year, the idea met with ready approval. The secretary is the official programme-maker, and in all probability the 1917 bill of events will call for a get-together meeting of this character on Tuesday evening—which means that the President's Ball will have to be slid along to Thursday evening.



A Group of N. A. R. D. Notables.

From left to right, Secretary Thos. H. Potts; S. A. Eckstein, Milwaukee; Editor Hugh Craig; and Thos. S. Armstrong, Plainfield, N. J.

A PLEA FOR PHARMACEUTICAL RESEARCH*

By WILBUR L. SCOVILLE

Research is to-day the popular topic for the chemist. Circumstances have brought it to the front, and men are seeing more clearly the latest possibilities of science, even in the abstract.

It is not my purpose to attempt to add to the oratory or the general argument, but to urge to concrete action pharmacy's part in the advance. Pharmacy has its own part to play, and its own responsibilities to shoulder.

Each branch of chemistry must hold up its end for its own good. A general attention to research makes it easier for all branches to push forward, but the laggard will not be carried very far or very long. All branches will profit by the efforts of the leaders, but only a coöperative spirit will preserve a place for any branch. Action is needed on all sides. Pharmacy must take up its problems and solve them, or it will ultimately cease to be regarded as a branch of chemistry. We cannot be a parasite on the chemical body and preserve our standing.

BY OUR OWN ATTAINMENTS.

Talking or reading about chemical achievements will not get us very far unless we are stirred to achievement ourselves. We may profit to a considerable extent by the achievements of allied branches of science, but we can secure lasting recognition only by our own attainments.

Research is preparedness. It is the foundation upon which achievement is built. It thus depends upon knowledge, training and the atmosphere of prescience. For this we must look mainly to our colleges and the scientific laboratories of the larger manufacturing houses. The atmosphere of retail pharmacy is not conducive to research, and we can scarcely expect to change that atmosphere very materially.

But we can reasonably look to our hundred or so schools of pharmacy for a larger measure of pharmaceutical research than we are now

receiving. They must lead in professional matters, and in the spirit of research. For we are Pharmacopœia makers and National Formulary constructors, as well as commercialists. These are the works by which pharmacy as a profession is judged.

Pharmacy has done creditable work on these books, but there still exist faults in them which require research to correct. We cannot leave all the problems to the revision committees, for some of the problems require more time and attention than these committees can give to them. Progress depends upon preparation, and is in proportion to that preparation.

AN EXAMPLE.

The present revisions, just issued, show some defects which are due to just this lack of preparation by pharmacy as a whole. The revision committee did much research of the briefer type, but they were unable to investigate the more fundamental problems.

For instance, the elixir of the phosphates of iron, quinine and strychnine has presented a leading pharmaceutical problem for a generation. The two preceding issues of the Pharmacopœia included the best formulas for it that pharmacy could devise. Neither was satisfactory, and the problem was left to the revision committees.

The result is that the preparation has been entirely dropped because the research which is needed to produce a satisfactory formula has not been done. Soluble phosphate of iron, which is the troublesome factor, is but little understood.

With the other scale salts of iron, it has been accepted without being understood, and when the knowledge became necessary, the preparation had to suffer. It is probable that a knowledge of the constitution of the scale salts of iron (in this case the soluble ferric phosphate) would solve the problem of this elixir.

Professor Stevens a few years ago started a study of these iron compounds, but did not finish it. It is not a simple problem, but calls for a knowledge of the most modern physico-

*Address of the Chairman of the Scientific Section at the Atlantic City meeting of the A. Ph. A.

chemical theories, and a skill in research that is beyond the ken of most pharmaceutical chemists. It embodies a study of iron as an acidic body as well as a base, and it includes a relation of both the iron and its compound to other bases and acids.

THE BEST SKILL REQUIRED.

Such a study would not merely solve the problem of this particular elixir, but would mean more perfect and efficient iron preparations of many kinds. It would solve many problems at once. But it is no simple or easy problem, and it needs the best skill that can be secured for its solution.

Some other problems which need attention may be mentioned, to make more specific the need for pharmaceutical research.

With the purpose of reducing the number of astringent preparations in the Pharmacopœia, tincture of nutgall was dropped. Apparently the subcommittee which recommended this deletion judged the astringent preparations by their palatability and therapeutic usefulness, but found no information concerning their stability.

There is reason for believing that tincture of nutgall is the most stable, and therefore the most reliable, of the astringent preparations. It was entitled to consideration for this alone, but failed to receive such regard.

Much work has been done on the stability of alkaloidal preparations, and similar work is needed on the astringent preparations, particularly as it is known that some of the latter are notoriously inconstant. More, perhaps, than any other class of preparations, do the astringents depend upon the character of the solvent, or menstruum, for stability. These do not advertise internal change by precipitation or other obvious physical change, but may remain perfectly clear and presentable and yet lose their value as astringents. Furthermore there are a number of drugs which contain astringent principles, but are not employed as astringents, and in which the astringent body is troublesome in preparations.

MORE INFORMATION NEEDED.

A systematic study of the astringent principles in drugs would go far toward producing more reliable as well as more presentable preparations.

Similarly some of the glucosidal prepara-

tions need to be studied for stability and the influence of the menstruum upon them. The recent increase in the alcoholic strength of tincture of digitalis is but an instance of this need. The tincture of digitalis of the U. S. P. VIII was pharmaceutically satisfactory, but not therapeutically reliable. The question is still open, and may be applied to preparations of *strophanthus* as well.

Ergot has been much studied chemically but not pharmaceutically. Menstrua must have their influence on the stability of ergot preparations, but physical appearance has been the main criterion thus far.

Pepsin is another drug which is very susceptible to other bodies, particularly in solution. The National Formulary IV has twelve different liquid preparations of pepsin, none of which has been very closely studied for therapeutic permanency.

Chemists have informed us something of the influence of different acids and chemicals upon the activity of pepsin, but little use has been made of such knowledge pharmaceutically. Yet not only do the different acids affect the activity of pepsin, but the proportion of acid to obtain the greatest stability needs to be learned. Likewise the influence of alcohol, glycerin, and perhaps sugar, needs to be studied. We really know but little about the value of official pepsin preparations after they are a few months old.

THE EVIDENCE NEGATIVE.

Cantharides has shown some striking peculiarities as regards solvents. It appears to be an extremely difficult drug to extract, and the British Pharmacopœia has gone so far as to abolish all preparations of cantharides and substituted preparations of cantharidin therefor. But the U. S. P. still puts faith in cantharides preparations, although most of the evidence is against their reliability.

The next Revision Committee should have positive evidence of reliable methods of extraction and of practical solvents for this drug, on which it can base its formulas. The appearance of the preparation is not a reliable criterion of its value, and the fact that the Pharmacopœia has no assay method or standard for any cantharidal preparation, although the drug itself is standardized, is significant.

Some drugs are under a cloud without sufficient warrant, and the truth about them should

be known. Indian podophyllum, *Podophyllum Emodi*, is an instance.

This drug appeared in the English market some 25 years or so ago. A prominent English pharmacist made a hasty and somewhat superficial test of it and condemned it. His standing carried sufficient weight to make the prejudice stand for a generation.

Most of the work done since then, however, tends to make this species of podophyllum superior to the one still recognized exclusively in the U. S. P., and under resin of podophyllum, the resin of *P. Emodi* is distinctly outlawed. Yet the British Pharmacopœia has recognized the two species as equal.

The Indian drug is more economical, and the best evidence points to its being more active also. Economy is worth considering, even in pharmacy and medicine.

PREJUDICES DIE HARD.

A similar condition exists with regard to Brazilian jalap—the tuber of *Pipsostagia pisonis*, which contains twice to three times as much resin as the official jalap, and the resins are stated to be nearly identical chemically. The Pharmacopœia wants to recognize the best and should know the status of this Brazilian drug before another revision.

And we might ask whether Mexican scammony is really inferior to the Aleppo variety; or what therapeutic differences, aside from strength, there are between *Hyoscyamus Muticus* and *H. Niger*.

Prejudices die hard, even in scientific circles, but they are less excusable in science than outside.

Our Professor L. E. Sayre has done some excellent work on the constituents of gelsemium, and it should require but little more investigation to establish a reliable assay method for the drug and its preparations. Indeed, manufacturers are already standardizing them by assay; but the Pharmacopœia has not yet seen fit to follow.

Lobelia and veratrum viride are also standardized commercially, but the Pharmacopœia still withholds its sanction. It is not wise to assume that results obtained by common methods of assay are necessarily indicative of the value of these preparations, but on the other hand it is no more scientific to assume that they are not.

If the next Pharmacopœia does not stand-

ardize them, we should know good reasons why, based upon an investigation.

Sanguinaria is another drug of peculiar interest and established value. Its alkaloid seems to be strangely affected by the amount of acid present, as well as by the character of the acid. Apparently preparations of this drug deteriorate on standing, but the amount of acid employed may contradict this suggestion. In other words, a very liberal use of acid may not show any deterioration, whereas a moderate use will. No other alkaloidal drug acts the same way toward acids. Furthermore, preparations of sanguinaria seem to be more stable if made strongly acid.

The relation of acids to the alkaloids of sanguinaria is very interesting but little studied. This may prove, on investigation, to have a simple explanation, or it may be a complex study.

Other examples of the need of research might be cited, but enough has been said to show that pharmaceutical research is a practical need. There are problems enough, but workers are not developed for them.

Pharmacy must give as well as take, and it probably will find that the more it gives to science the more it will be able to receive from science. Capacity grows with usefulness.

A COMMITTEE RECOMMENDED.

I recommend therefore that a Committee on Research be established by the Association, for the encouragement of pharmaceutical research. Such a committee can point out the need of investigation in certain lines, can secure workers to undertake the solutions of definite problems, and can keep before the colleges and those engaged in scientific work the needs and value of solving such problems.

Some of these problems are likely to require long experimentation.

Some schools may be persuaded to specialize on certain lines.

This is the situation at present in some technical studies. Thus the University of Maine has attracted attention by her studies on paper-making, Ohio State University by investigations on coal, Illinois University by systematic work on the economic uses of fuel, Minnesota University by researches in pine products, etc.

Already some of our pharmaceutical colleges are specializing: the universities of Minnesota

and Wisconsin on drug-culture, and Professor Sayre has drawn attention to the University of Kansas by his drug analyses. Such specializing is a credit to the institution because it accomplishes something definite.

A Committee on Research can do good work both by securing workers for definite problems and by stimulating the development of special lines of work in some of the teaching institutions. Some investigations will cover a period

of years, and the committee should be of a permanent character. Appointment should be for a period of not less than five years each, after the committee has become established, one member perhaps finishing his term each year, but subject to reappointment if his interest warrants. The committee should also represent, in part at least, the Conference of Pharmaceutical Faculties, since its main work will be with the pharmaceutical colleges.

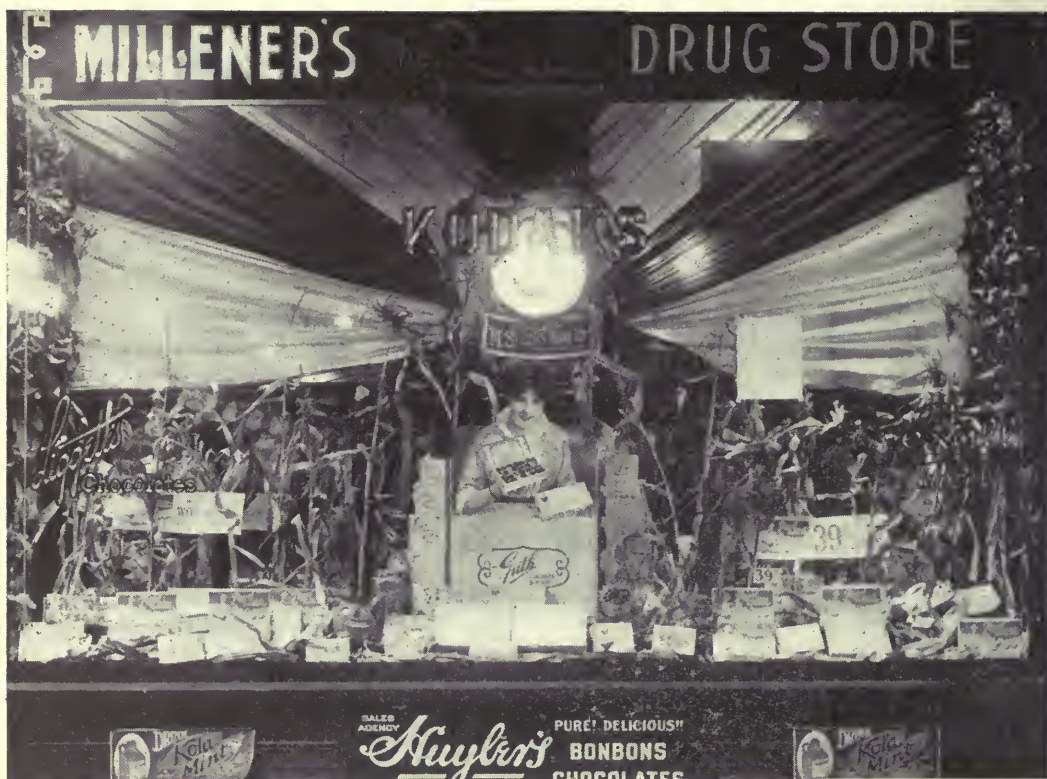
A HALLOWE'EN WINDOW DISPLAY

By JOHN B. BADER,
South Williamsport, Pa.

The big, round sun, if he comes up on the morning following harum-scarum night—Hallowe'en—may witness a few scrolls and Kiwah dashes on a drug-store window; but that is no reason why a druggist should neglect putting in a Hallowe'en display.

and black, radiate from this common center to the outer circumference. Corn-stalks are set in boxes at different points, and fall leaves extend up and down the margin.

The moon was lit by a 32-candlepower incandescent.



To my mind, a window should be suitably decorated two weeks in advance; and the accompanying picture shows one of our displays.

The central idea, perhaps, is the good-natured moon. Rays of cheese-cloth, yellow

The goods on display comprised a line of package candy and a special price of 39 cents was offered as an added attraction.

The display appeared in Millener's drug store, South Williamsport, Pennsylvania.

PRESCRIPTION PRICING IN A BAD WAY*

Prescription pricing is certainly in need of reform.

If the average druggist knew the facts about his own business, he would be surprised to find that prescriptions brought him no profit at all, and in some instances even meant a loss.

This is a somewhat sensational statement, but we believe it to be the truth. Some time ago, for instance, an investigation was made throughout the country with reference to the following prescription:

Potassium iodide	4 drachms.
Syrup sarsaparilla compound.....	3 ounces.
Elixir lactated pepsin q. s.....	6 ounces.

The prices set by a large number of druggists, scattered in States all over the Union, some of them in cities and some of them in the country districts, ranged from fifty cents to a dollar and a half!

SEVENTY PER CENT WITHOUT PROFIT!

Since then the price of potassium iodide has risen greatly. At that time the cost was such that, in accordance with the Evans rule, which we shall dwell upon later in this report, the prescription should have brought a price of ninety cents to yield a satisfactory measure of profit. With those druggists who set a price in excess of ninety cents we have no quarrel at all, but it remains a somewhat significant fact that 70 per cent of them all were ranged below the ninety-cent figure. In other words, only 30 per cent of a considerable number of druggists would have made a decent profit on this prescription, whereas in many cases an actual loss would have been suffered.

Much the same condition of things has been found to be true time and time again.

In Detroit, a year or so ago, twenty-five druggists were separately asked what they would get for one fluidounce of a saturated solution of potassium iodide. The prices ranged from fifty cents to a dollar and a quarter. And at the same time the cost of the

iodide was about thirty cents an avoirdupois ounce.

And so we might go on citing conditions, only to reach the same conclusion—that there is a great and needless disparity in prices, an utter lack of scientific cost calculation, and frequently an absence of actual profit.

If prescription pricing were to be put on a scientific basis, as it ought to be and might be, prices would be more or less uniform everywhere, and it would not be possible to find such wide differences as are disclosed by every investigation that is undertaken. How can such a scientific system be elaborated?

COMMON MISTAKES.

First let us consider some of the present evils.

Chief among them is the old custom of making a flat price. Many druggists are still following the practice of charging 30 cents, say, for a two-ounce mixture; 40 cents for a three-ounce mixture; and 50 cents for a four-ounce mixture.

This flat-price system is fundamentally wrong. To charge 60 cents uniformly for four ounces of medicine, regardless of greatly varying costs, is little less than absurd. One might as well get 15 cents an ounce for every fluid extract, whether it costs him four cents or forty. He might as well ask a uniform price of twenty cents for every box of stationery whether it costs him ten or sixty.

Then, too, we often find a man who bases his price for a prescription on the size of the dose. For a given mixture he will get a dollar if teaspoonful doses are ordered, and fifty or seventy-five cents if dessert or tablespoonful doses are indicated. There may be cases where this sort of thing is excusable, but not often.

Many druggists, again, are getting no more for prescriptions than they obtained fifteen or twenty years ago. In the meantime conditions have changed radically.

In the first place, the old days when galenicals comprised almost the entire materia medica have largely passed into history. For-

*Report of a Special Committee presented at the Atlantic City meeting of the American Pharmaceutical Association.

eign synthetics and domestic pharmaceutical specialties have come into use—and they usually cost more money. The expense of doing business has greatly risen during the last decade, and we have here a subject which has enlisted the keenest study of economic experts in all the large mercantile establishments throughout the country.

During the last two years, moreover, nearly the entire world has plunged into a great war, resulting in a steady and marked advance in the price of nearly everything. Has the druggist compensated himself for these advances by charging higher prices for his own goods? In many cases we fear that he is failing to do so, especially with prescriptions.

WHERE THE TROUBLE LIES.

The trouble is twofold: in the first place, the average druggist has only a vague idea of what it costs him to dispense a particular prescription; and in the second place, he doesn't have nerve enough to charge what he ought. Both faults are fatal.

This ignorance of costs is well-nigh universal—not only in the drug business, but everywhere else. The statement was made the other day at a big convention in Philadelphia that 2000 out of 2400 wholesale and manufacturing concerns were found to be losing instead of making money. If larger companies of this kind do not know what it costs them to do business, how can we expect the retailer to be well informed? And yet he has got to be well informed in the future if he is going to avoid economic destruction.

Take, for instance, the comparatively small item of prescription containers. In these days a container frequently costs ten or fifteen cents. A druggist will often put up an ounce of an eye mixture in a dropper bottle, where the bottle itself costs him ten cents, and then ask only twenty-five cents for the product. Some of the ointment jars are now very expensive, but the druggist doesn't stop to think these things out and doesn't realize what his costs are.

The time consumed in dispensing a prescription is often an important factor. An hour's time may be required, and if this labor doesn't return its due profit, the transaction is certainly an undesirable one. The prescription equipment is often ample, and involves a steady loss

on the investment that must be adequately compensated if the prescription business is to return its fair yield of profit.

DON'T FEAR YOUR COMPETITORS!

But, as has already been stated, many druggists hesitate to get what they should for their prescriptions out of fear of what their neighbors and competitors will do. With this policy of fear it is difficult to be at all patient. As a matter of fact, the big down-town druggist, who is usually looked upon as one's greatest competitor, gets far better prices for prescriptions than does the small neighborhood apothecary. Of the truth of this statement there isn't any doubt at all.

Furthermore, we have repeatedly found it to be the fact that a man who had the nerve to charge decent prices for his prescriptions would be located right across the street from another druggist who charged little more than half as much, and yet the high-priced man would be walking away with nearly all the business. He had confidence in his goods. He gave prices without any apology. He stood on his dignity. He gave the very best of service, used the finest of containers, and did everything as it should be done.

There isn't anything at all in this fear of what a competitor will do. It is folly to consider the question. The successful druggist, by virtue of the very fact that he is a success, is a druggist who realizes the necessity of charging decent prices for his prescriptions. Therefore, one need not fear the competition of any successful or large store. The only druggist who gets low prescription prices is the unsuccessful man—and competition from him isn't really competition at all. It doesn't need to be considered.

THE EVANS RULE.

Now we come to the point where we may consider the proper method of pricing prescriptions. Many systems have been advocated from time to time, and the National Association of Retail Druggists has adopted a schedule which is to be commended. The only fault we find with this schedule is its complexity. Practically the same result is to be secured by what has become known as the Evans rule, and this is very simple to remember and very easy to apply.

The Evans rule is merely this: *Get a profit*

approximating 100 per cent on the cost of the bare material and container, and then charge a dollar an hour for actual time consumed in compounding.

If every druggist in the United States were at once to adopt this rule, were to apply it universally, and were to base it on a proper knowledge of the actual cost of material and container, he would make a satisfactory profit on his prescription business.

EXCEPTIONS TO THE RULE.

Of course this rule, like every other rule under heaven, should be applied with some discretion. There are exceptions to every rule. There ought to be, for instance, a minimum figure beneath which the druggist should never go. Some of our correspondents have suggested fifty cents as this minimum figure. In other words, they have taken the position that a druggist should never, under any circumstances, dispense a prescription for less than fifty cents. We are inclined to think, however, that this minimum is rather high.

Another exception to the rule should be made in dispensing a proprietary preparation. Here the patient often knows what the product is, and knows the price of it. Furthermore, to put up such a prescription is really not to do any scientific work, or to expend much time and labor, and a large profit is perhaps not excusable. At any rate, it isn't expedient.

Perhaps, too, other exceptions may be made in the case of very inexpensive or very costly mixtures. Some druggists believe that one should be satisfied with a smaller profit where unusually expensive substances are involved, and that compensation may be realized where rain water is present in larger volume. There may be something in this contention, but we are inclined to think that the idea has always been overworked.

It seems to us that prescription pricing ought substantially to be like the pricing of anything else. The price should be based on the cost, plus expenses, plus a reasonable net profit. Any other method is artificial. Any other method is unjust and uncertain. This is the simple rule followed by every capable merchant and manufacturer, in every line of trade, and with every class of goods.

Passing by the Evans rule, we may say that other methods have been worked out here and

there by different druggists. Thus Cornelius Osseward, of Seattle, arrives at the average cost of dispensing every one of his prescriptions. He does it in this way: he takes the entire cost of his prescription department for any one year, including, presumably, every item like rent, light, heat, labor and all the rest of it, excepting the cost of material and container, and then divides this amount by the number of prescriptions dispensed during the same period.

He has found that, in his own case, it costs him an average of fifteen cents to dispense every prescription, and he keeps this amount constantly in mind whenever he fixes a price. He reasons that if he adds fifteen cents to the cost of material and finishing, and then sticks on his net profit, he can't make a mistake. This is all right, except that, as will readily be seen, it is unwise to attach such an average expense to a prescription unless it is, as we might say, an average prescription. For one prescription might involve an expenditure of only five cents, and the very next one an expenditure of fifty cents. Doubtless Mr. Osseward thoroughly understands this and governs himself accordingly.

A good deal of significance attaches to the average price yielded by prescriptions. When taken individually, prescriptions differ widely, but when a large number of them are grouped together, they average up pretty much the same.

We have found that in the case of the larger druggists, who thoroughly understand their costs, and who get good prices, the average price received runs from sixty to sixty-two cents. With the usual druggist, on the other hand, the average is fifty cents or less. Here you find proof of the statement already made in this report, namely, that the ordinary druggist doesn't get as much for his prescriptions as the big dealer does who is supposed to be a cut-rate man.

MR. NITARDY'S INVESTIGATION.

An investigation made by F. W. Nitardy a year or so ago showed that 10,000 prescriptions, collected from ten different stores, averaged fifty cents each. The average cost of the material and containers was twenty-one cents, and the average expense was eighteen cents. This meant a total cost of thirty-nine cents for

a prescription that brought fifty cents. An average net profit was left of only eleven cents.

If, now, the average price of fifty cents were to be increased to sixty cents, the net profit of eleven cents would then become twenty-one cents. In other words, if the druggist could add an average of ten cents to the price of his prescriptions, he would practically double his net profit!

Let us apply the Evans rule to the situation. The material and container cost twenty-one cents, and by starting with a 100 per cent advance on this cost we arrive at forty-two cents. We charge one dollar an hour for labor, and, assuming that the average prescription consumes twelve minutes, we have an item here amounting to twenty cents. We thus arrive at a selling price of sixty-two cents. This, significantly enough, is just about the average reached in the most successful stores, and it would mean a net profit on every prescription of twenty-three cents instead of eleven cents.

Why not use the Evans rule? It is simple. It is just. Properly and wisely used, it will result in making the prescription business yield its fair measure of profit, and it would put the small druggist on all fours with the big druggist who gets decent prices for his prescriptions.

HARRY B. MASON.
F. W. R. PERRY.

To the foregoing report Mr. George M. Schettler, a member of the committee, adds the following by way of comment and amplification:

1. Since the advent of war costs, prescriptions priced carefully according to the Evans rule have increased from an average of 62 cents to an average of 72 cents. This fact constitutes an important qualification of the statements made in the report of the committee.

2. War costs, in a way, are a great blessing to the retail druggist. They have made it necessary for him to advance his prices all along the line, and if he is wise he will keep them up permanently.

3. And yet there is another consideration. How far can prescription prices be carried without diminishing the number of prescriptions written? Probably 75 per cent are for patients whose incomes average less than \$5

daily. The necessary family maintenance consumes nine-tenths of this, and as a rule there is no reserve in the ordinary family treasury for the payment of doctors' bills. Whenever we get an increase in price, therefore, we also help to bring about a diminished consumption.

4. Why should we not get relatively larger prices on inexpensive medicines that are used in minute doses or with great care? Why is not Fowler's solution worth as much to the patient over the prescription counter as Burnham's solution of iodine? Should we not charge as much for one drachm of ointment of yellow oxide of mercury to be used in the eye, as for one ounce to be used on the skin?

5. How much should be charged, in addition to the regular price, for the extra labor necessary on Harrison Law prescriptions?

6. Too many druggists make a rule of cutting under the indicated N. A. R. D. price on repeat prescriptions.

7. If we are to hold our prescription clerks to the task of scientific pricing of their work, it is up to the management to provide them with the means of determining costs quickly and accurately. This involves the marking of all prescription merchandise, the use of up-to-date price-lists, etc.

8. That the subject of prescription pricing needs far more study than has so far been given to it, and that many druggists are losing money without knowing it, are facts easily disclosed by a little consideration. A prescription department capable of dispensing one hundred prescriptions daily requires the services of three clerks and one boy. Scientific work such as preparing salvarsan solutions, manufacturing, making analyses, etc., would call for still more help. Labor for such a department would cost \$14 a day. Rental at 10 per cent, which is a minimum figure in a prescription pharmacy, means \$7.50 more. Merchandise will average \$38.50. One hundred prescriptions would bring in \$75 approximately. Thus we have a profit left of \$15 daily, against which must be charged the cost of administration and such overhead expenses as insurance, taxes, breakage, fuel, light, advertising, telephone, etc., etc. Such a department as is here indicated would find it exceedingly difficult to show a net profit of \$10 daily, even with prescriptions priced at the high average of 75 cents.

HOW WE MEET COMPETITION FROM THE LARGE MAIL-ORDER HOUSES

Monthly Department of
PRIZE QUESTIONS AND ANSWERS

PRIZE ARTICLE: BY GIVING MORE AND BETTER SERVICE.

By ASHER M. HAWK.

Mail-order houses display their goods by means of pictures and text in the various catalogues which they send out to customers from time to time. We druggists can make a more direct appeal to patrons by displaying the goods themselves and by describing them with word of mouth.

But we, too, can make use of pictures for helping increase sales. We can use them in conjunction with our window and store displays and in our newspaper and circular advertisements. Perhaps our illustrations may not



Asher M. Hawk.

be quite so attractive as those used in the mail-order catalogues, but this shortcoming will be more than offset by the displays of the actual goods which accompany the pictures.

The mail-order people simply force us to make our displays more attractive—something that can be accomplished in the majority of cases!

The buyer from a catalogue-house has small chance for redress if his purchase proves unsatisfactory; he must abide by his choice from the printed catalogue. In the local store, how-

ever, he can actually see the goods before he buys and decide whether or not the article is exactly suited to his needs. And even after the purchase is made, in case of dissatisfaction almost any druggist will gladly exchange wares which are in a salable condition. These facts should be forcibly impressed upon our customers.

THE PERSONAL CONTACT.

Literary talent and persuasive skill of the highest order are employed by the mail-order houses in compiling their descriptions. However, these creations are lethargic alongside of the impression made by a real live man whose voice tells about the goods, gives sound advice, answers questions, and whose hand places the goods before the eyes of the buyer. A thorough familiarity with the goods we handle and the development of a reasonable amount of salesmanship will build a business asset against which no catalogue-house can wage successful competition.

On a smaller, and consequently more thorough, scale we can use the methods adopted by the mail-order houses. Attractive circulars mailed to customers—not shoved under their doors—are of great assistance in bringing attention to certain goods. Such circulars may be used to introduce new goods, to advertise special sales, or, in the form of a personal letter, to advertise the prescription department.

The establishment and maintenance of a quick and efficient delivery system is a factor against which mail-order houses cannot cope. Bicycle messengers and reliable boys help to hold city or town customers. Recent postal regulations have made it possible to render quick service to country trade. The telephone, too, should be an inseparable ally in this commercial warfare.

CREDIT TO RELIABLES.

We can, with safety, give credit to deserving customers. This establishes a bond of loyalty which the difference of a cent or two in price cannot sever.

The inroads of these giants of commerce—the mail-order houses—may make us enlarge the variety of our stock, if we wish to cater to all classes. But there is no reason why we should not—and every reason why we should—sell anything we can, provided it yields us a proper profit.

We must be courteous to our customers. Our clerks must be neat and obliging. These are personal services which out-of-town houses cannot render. In proportion to their development depends our harvest in the field of success.

To modern druggists it is hardly necessary to say that a good grade of merchandise is essential in order to beat mail-order competition. As venders of such we can guarantee quality and assure the customer of the merits of our products. We can acquire a name for reliability that will mean more to the public than the few cents that might possibly be saved by trading with a mail-order house.

I do not believe that mail-order competition will make us suffer much. It should only make us more alert and eager to keep our stores at the highest point of efficiency.

BY DEMONSTRATING THE ADVANTAGES OF HOME BUYING.

BY WILLIAM J. RICHARDS.

We always keep at hand copies of the catalogues issued by the large mail-order houses. Then when a customer tells us of a low price quoted by one of the Chicago firms we can easily check him up.

Quite often we can show the customer that he is comparing an inferior article with the product for which we ask a slightly higher price.

With many of the advertised articles, where

only one quality is possible, we offer just as low, and in some instances lower, prices than do the mail-order houses. And in so doing we call special attention to the fact that most merchandise can be obtained just as cheaply at home as it can in a distant city.

An intelligent examination of any mail-order catalogue will show that the firm is not selling all its merchandise at cost—any more than is our other big competition, the cut-rate drug store of the large cities. It is true that the concerns have their at-cost "leaders," but if a customer makes his purchases from the entire line, he is not saving so much as he thinks. We always bear down on these points when talking with customers who are susceptible to common-sense reasoning.

COMMUNITY SPIRIT.

If the customer is at all public-spirited, we point out to him that it is the local merchant and not the mail-order magnate who pays the taxes of the town; it is the local dealer who buys tickets for the entertainments given by the numerous social and charitable organizations; it is through his efforts that most of the local improvements materialize.

If the customer is made to see the local dealer's true position in the community, he quite often reciprocates—price conditions being equal—by turning over to the dealer much of the business that had been going out of town.

With those customers to whom civic pride means little or nothing, we adopt different tactics. We try to show them that buying out of town does not result in the saving of much money.

We tell them that in ordering by mail there is always the cost of the stamp and money order, an expenditure of from 5 to 10 cents;

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **What is your ideal of a drug business?** Submitted by Clifford H. Rudes, Utica, N. Y.
2. **Does it pay to distribute calendars or other tokens at Christmas, and how can such practices be put on a paying basis?** Submitted by Harry G. Cheesman, Wiarlon, Ont.

For the best answer to either of these questions we shall award a prize of \$5.00. Other answers, if printed, will be paid for at regular space rates. Every answer should be at least 500 words long and in our hands by November 10.

the cost of the freight or express, usually 25 cents or more; and the cost of cartage from the freight house, which in most cases amounts to at least 25 cents—a total of nearly 75 cents.

MAIL SERVICE IS SLOW.

To overcome this expense the order sent must amount to at least \$5.00, perhaps \$10.00. In addition to having to buy such a large quantity, the customer must pay in advance and then wait a week or more before receiving the goods.

When we have explained some of the manifest disadvantages of mail-order buying we next attempt to show why it is better to patronize the home-town merchant. We point out that when goods are purchased from the local dealer there are no freight, express or cartage charges, and that no advance payment is required.

In some instances, when the customer maintains that he can get a better price from Chicago or New York, we make this proposition: if he will give us as large an order as he would the mail-order house, and pay us in advance for it, we will meet the catalogue prices on the *same grade of goods* and, in addition, deliver the merchandise immediately.

Still another argument that we have used successfully is the one relating to the exchange of merchandise. When a customer makes a purchase from us he is not buying "sight unseen" but has the privilege of inspection and, in event of the goods not proving suitable, he can exchange them with little difficulty. There is no correspondence, no additional freight charges, and no delay of a week or more, as is the case when goods are returned for exchange to the mail-order establishments.

A SPECIFIC EXAMPLE.

Wall-paper is an article frequently bought through mail-order establishments, but a little conversation with a prospective buyer usually convinces him that he can make a much better deal at home.

If the paper ordered from away does not cover all the wall space there is a delay of a week or more, while the house is all torn up, during which the extra paper is in transit. If, however, the paper is purchased from a local store, additional supplies may be secured without delay.

If too much paper is ordered, the mail-order

house will not take back the excess; we charge the customer only for what he actually uses. In addition, we trim all wall-papers leaving our store free of charge; mail-order paper has to be trimmed by the purchaser.

There is any number of arguments that may be advanced to convince our customers of the wisdom of buying at home—in practice, we have found that comparatively few suffice.

BY GETTING IN INTIMATE TOUCH WITH CUSTOMERS.

By HARRY E. CASSADY.

Living in one of the localities—a small town—where mail-order trade is solicited puts us in an excellent position to compete with the large concerns which are endeavoring to get the business of the community. We are right on the ground and can get results by personal efforts while our big competitors have to depend upon letters and catalogues for their business.

One of the successful methods we use for holding our share of the trade is to distribute a "household case" which consists of a paste-board box containing twelve commonly-used articles, each one of which bears our own label and nets us a long profit.

A case is placed with each reliable family in town and collection made for the articles used at the end of each month, at which time, also, the contents of the case is replenished. Such a plan keeps out many mail-order preparations, advertises the store at a small expense, and creates a repeat business that means many liberal-profit sales.

The household cases are also sent out by parcel post with a letter of explanation to reputable rural patrons. Payment for articles used is collected at the end of every three months and the cases are refilled at the same time. This miniature mail-order business enables us to become better acquainted with our rural trade while adding surprisingly to our volume of business.

THE USE OF PREMIUMS.

Another plan which we use to combat the inroads of mail-order houses is to issue a catalogue containing illustrations, prices and other information concerning a line of preparations which nets us a wide margin of profit. The catalogue also illustrates and describes a num-

her of well-known and worth-obtaining premiums.

Every purchase at our store entitles the buyer to a coupon showing the amount of the sale, and these coupons apply as cash on the purchase of the premiums listed in the catalogue. Double coupons are given on sales of all articles in the long-profit line illustrated in the catalogue.

We also find the use of newspaper space to acquaint the public with the fact that we meet the cut-prices offered by mail-order houses produces very good results, indirectly.

Sampling is a direct trade promoter; we can easily get our goods into many homes by that method. Once in the homes, we need not worry that the merchandise will be displaced by the mail-order firms, for those concerns cannot furnish our particular line of preparations. An exclusive line, or an "own-make" one, is therefore a great asset in keeping out the catalogue houses.

By conducting our business on honest principles, by advertising in the most effective ways, and by coming in personal contact with our customers we are able to meet mail-order competition successfully and, many times, to go it one better.

BY FIGHTING FIRE WITH FIRE.

By JOHN McCOMAS.

Mail-order houses have but one advantage over the average dealer: they quote what appear to be low prices. It is squarely up to the dealer, therefore, to meet the competition on a dollars-and-cents basis.

If the druggist will take a catalogue from a mail-order house and go through its hundreds of pages, he will be surprised at the comparatively small number of articles offered that really compete with him. On those particular items, however, he must meet the catalogue prices and, what is more important, he must let the public know he is doing so.

It is true that people should patronize home industry, but that argument alone won't bring much money into the cash-drawer. To convert mail-order buyers to a local store the owner of that store must show the people why it is to their financial advantage to deal with him.

Meeting cut prices of course reduces profits on a few things, but the object of the cut is to get the people coming. Any sensible plan that brings patrons into a store is bound to pay in the long run.

It pays better to make a profit of one cent on each of ten sales than to make ten cents on one sale; in the first instance ten people are brought into the store as against only one in the second. At least five of those ten can be interested in other things and will buy, provided the dealer and his clerks show the proper kind of salesmanship.

The fact that a store is meeting the prices of mail-order houses should be advertised conspicuously by means of window displays with price cards attached, and by displays on the inside of the store.

It should be made plain in the advertising that customers can buy at lowest prices from the local store and, in addition, can save the postage and express charges incidental to a mail-order transaction. The slight loss occasioned by a few reduced-price sales is not nearly so much as is frequently spent in newspaper advertising that does not begin to bring such good results.

By careful buying the cost price of the various articles which have to be sold at cut prices can be reduced materially. Joining buying clubs or going in with one or two other retailers will mean much lower costs.

The one big advantage, however, that the local dealer possesses is that he can serve his trade in person. He is right on the spot and can give the intelligent service that cannot be secured from the leaves of a mail-order catalogue.



BOARD QUESTIONS ANSWERED

AN IOWA EXAMINATION.

(Continued from the September BULLETIN.)

14. Give the meanings of the following Latin terms used in prescriptions: (a) Aq. ferv., (b) chart. cerat., (c) coch. parv., (d) hor. som., (e) non. rep., (f) post. cib., (g) s. a., (h) ut. dict.

(a) Warm water, (b) waxed paper, (c) a teaspoonful, (d) at bed-time, (e) do not repeat, (f) after eating, (g) according to art, (h) as directed.

15. Give the approximate number of drops in one fluidrachm of each of the following: (a) alcohol, (b) chloroform, (c) tincture of opium, (d) tincture of iodine, (e) glycerin, (f) liquid carbolic acid.

(a) 185, (b) 370, (c) 185, (d) 246, (e) 123, (f) 148.

MATERIA MEDICA.

1. Give the source and description of arsenic trioxide.

Arsenic trioxide is obtained chiefly as a by-product in the roasting of tin, cobalt, and nickel ores, and is subsequently purified by sublimation.

It is a heavy solid occurring either as an opaque, white powder, or in irregular masses of two varieties: one, amorphous, transparent, and colorless, like glass; the other, crystalline, opaque, and white, resembling porcelain. Frequently the same piece has an opaque, white, outer crust enclosing the glassy variety. Contact with moist air gradually changes the glassy into the white, opaque variety. Both are odorless and tasteless.

2. State the dose and medicinal uses of arsenic trioxide.

The average dose of arsenic trioxide is 2 milligrammes (1/30 grain). Medicinally, arsenic trioxide is used for its alterative and tonic effects. When properly administered it affects in some unknown way the nutrition, especially of the nervous system.

3. State the official antidote for arsenic trioxide.

Four fluidounces of ferric hydroxide with magnesium hydroxide is the usual antidote for arsenical poisoning.

4. Describe eugenol and state its source.

Eugenol is an unsaturated aromatic phenol obtained from oil of cloves and other sources. It is a colorless, or pale yellow, thin liquid, having a strongly aromatic odor of cloves, and a pungent and spicy taste. Exposure to air causes it to become thicker and darker. Its specific gravity is 1.066 to 1.068 at 25° C.

5. What is eugenol used as a substitute for?

Eugenol may be used for the same purposes as oil of cloves.

6. Give the common name, botanical name, part used, medicinal action, and dose of eupatorium.

Eupatorium, commonly known as boneset, or thoroughwort, consists of the dried leaves and flowering tops of *Eupatorium perfoliatum* Linné (Fam. *Compositæ*).

Eupatorium is tonic, diaphoretic, and in large doses emetic and aperient, and was at one time employed as an anti-periodic. The average dose is 2 grammes (30 grains).

7. State the habitat of the following drugs: (a) cascara sagrada, (b) saffron, (c) acacia, (d) aloes.

(a) Northern California, Oregon and Washington.

(b) Saffron is a native of Greece and Asia Minor. It is cultivated for market in Spain, France, and other temperate countries of Europe; it is also cultivated in the southeastern counties of Pennsylvania.

(c) The acacia tree forms dense scrubby forests in the sandy regions watered by the Senegal, and in Abyssinia and Kordofan.

(d) The Island of Socotra in the Strait of Bab-el-Mandeb; Barbadoes; Cape of Good Hope, etc.

8. Give the average adult dose of each of the following: (a) rhubarb, (b) copper sulphate, (c) Basham's mixture, (d) guaiacol, (e) alum.

(a) 15 grains; (b) as an astringent 1/5 grain, as an emetic 4 grains; (c) 4 fluidrachms; (d) 8 minims; (e) 7½ grains.

9. Name 5 drugs having both expectorant and emetic properties.

Ipecac, antimony and potassium tartrate, apomorphine hydrochloride, ammonium carbonate, senega.

10. Name the ingredients of Bland's pills.

Granulated ferrous sulphate, potassium carbonate, sugar, tragacanth, althæa, glycerin, and water.

11. What is the medicinal action of Blaud's pills?

Blaud's pills constitute an excellent chalybeate tonic. They are extensively used as a tonic in debility of the digestive organs, especially when attended with derangement of the menstrual function.

12. What are the medicinal uses of the following: (a) Monsel's solution, (b) zinc stearate, (c) sodium hypophosphite, (d) ammonium chloride, (e) lobelia?

(a) Monsel's solution is useful as a styptic, either applied externally or taken internally in proper dilution.

(b) Zinc stearate is employed in eczema, acne and other cutaneous diseases, in the form of powder, or made into an ointment.

(c) Hypophosphites are recommended in the treatment of phthisis and in diseases attended with loss of nerve power, and in many of the diseases of infancy connected with the scrofulous diathesis and defect in the osseous system. Their value, however, is problematical.

(d) Ammonium chloride has the stimulant properties of ammonia and is quite commonly used as a stimulant expectorant in bronchitis and catarrhal affections. It is also recommended in nervous affections and neuralgic disorders.

(e) Lobelia is employed as an antispasmodic. It has also been used in catarrh, croup, pertussis and other laryngeal and pectoral affections, but is chiefly valuable where there is bronchial spasm; it must always be employed with caution.

13. Name five official preparations of mercury.

Ammoniated mercury, mercury with chalk, yellow mercuric oxide, mild mercurous chloride, and red mercuric iodide.

14. Give the average adult dose of each of the following: (a) ammonium valerianate, (b) atropine sulphate, (c) chloral hydrate, (d) cerium oxalate, (e) trional.

(a) $7\frac{1}{2}$ grains, (b) $\frac{1}{160}$ grain, (c) 15 grains, (d) 1 grain, (e) 15 grains.

15. What part of the plant is used of the following drugs: (a) manna, (b) ergot, (c) squill, (d) nux vomica, (e) jalap?

(a) The concrete saccharine exudation.

(b) The sclerotium of *Claviceps purpurea*, replacing the grain of rye.

(c) The bulb of *Urginea maritima* deprived of its dry, membranaceous outer scales, cut into thin slices and carefully dried, the central portions being rejected.

(d) The dried ripe seed.

(e) The dried tuberous root.

16. Name a drug having (a) an anodyne effect, (b) carminative, (c) diaphoretic, (d) mydriatic, (e) sialagogue.

(a) Opium, (b) oil of peppermint, (c) nitrous ether, (d) atropine, (e) pilocarpus.

17. (a) Give official Latin name of tartar emetic. (b) Give its dose as an emetic. (c) Give its dose as an expectorant. (d) Of what official preparations is tartar emetic an ingredient?

(a) Antimonii et Potassii Tartras.

(b) $\frac{1}{2}$ grain.

(c) $\frac{1}{10}$ grain.

(d) Compound syrup of squill and wine of antimony (U. S. P. VIII).

18. (a) Name a drug used as a diuretic, (b) as a styptic, (c) as an astringent, (d) as an anthelmintic, (e) as an oxytocic.

(a) Potassium acetate, (b) alum, (c) tannic acid, (d) castor oil, (e) ergot.

19. (a) Give the official Latin title of foxglove. (b) State the part used. (c) Name the active ingredients. (d) State the dose of the fluidextract.

(a) Digitalis.

(b) The dried leaves collected from plants of the second year's growth, at the commencement of flowering.

(c) Digitonin, digitoxin, digitalin, and digitalein.

(d) 1 minim.

(End of Iowa examination.)

NOTE.—It is now the understanding that the new revision of the *Pharmacopœia* and of the *National Formulary* will not go into effect until January 1, 1917. In consideration of this we deem it best to announce that all answers to Board Questions will be based on the U. S. P. VIII and the N. F. III—the old editions—up to and including our December number.—THE EDITORS.

LETTERS

WANTED—PRICE EXPRESSIONS.

To the Editors:

Occasionally we receive a prescription which, because of the rather high cost of the ingredients entering into it, causes the customer to complain about the price charged. Here is an example:

Sodium cacodylate (Merck).....1 drachm.

Elixir Lactopeptine, to make...3 fluidounces.

Directions: Teaspoonful 3 times a day after meals.

My price for this combination was one dollar.

Another troublesome mixture recently compounded is the following:

Quinine valerate,

Iron valerate, of each.....1½ drachms.

Zinc valerate½ drachm.

Extract of nux vomica.....10 grains.

Extract of sumbul.....1 drachm.

Powdered asafetida2 drachms.

Mass, enough.

Divide in 60 capsules. Directions: one capsule 4 times daily.

I would like very much to have BULLETIN readers submit price expressions on these two prescriptions in order that I may determine whether I have been asking too much or too little for my work. With the help of such information we will be able to make about-right charges.

A. J. DELAHOUSSAYE.

Franklin, La.

THE CHAIN-STORE MENACE.

To the Editors:

Until recently chain stores were confined chiefly to a number of large cities and did not endanger the business of druggists in the smaller cities and country towns. But now the multiplication of numerous chains in all sections of the United States casts a shadow that is likely to mean trouble. A chain store may be established in your own neighborhood any day!

This competition is unquestionably very formidable; and the best and only way to meet it and survive is to borrow chain-store methods. They must be met on their own ground.

One essential, of course, is service; service

that is not only as good as that of the chain stores, but better. That is where we have an advantage.

It won't do to wait until we are surrounded. We should line up with the preparedness movement, at least in this respect. Delay may spell failure.

JOSEPH W. PASTOR.

Philadelphia, Pa.

DEVELOPING BUSINESS DURING VACATION.

To the Editors:

Every time I take a vacation I make it a practice to devote all the time I can spare conveniently to observing how other druggists conduct their stores. I have found that I can get equally valuable information from either the small village store or the large city establishment.

In every city or town I visit I make it a point to go into convenient stores, introduce myself to the proprietors or managers, and start discussions on business affairs. In this way I gain many pointers that can be used to advantage in the conduct of my own business.

I always look over each store carefully, noting the stock arrangement, the new lines of merchandise featured, and the manner in which the inside displays are placed.

Window displays come in for particularly exacting notice. I carry a small note-book with me and jot down details of the general arrangements, the kinds of goods shown, and any other noteworthy points. Attractive or catchy show-cards I copy verbatim.

My inspection is not confined to drug-store windows alone, however, but takes in every window, no matter of what nature, that appears interesting. Some of the best-pulling and most attractive displays I have ever used were patterned after ideas gained from studies of windows in department stores. Such large establishments usually employ experienced decorators and their suggestions are invariably good ones.

Visiting drug stores and fraternizing with the owners is always a source of profitable pleasure to me. The trips refresh me in mind and body and furnish me with much material and many live suggestions which, when properly applied to my own business, always show gratifying results.

And even if my vacations were not produc-

tive of a single business-developing idea, I would consider the time well spent, for the relaxation gained during the period prevents me from becoming one of those business killers—a drug-store grouch.

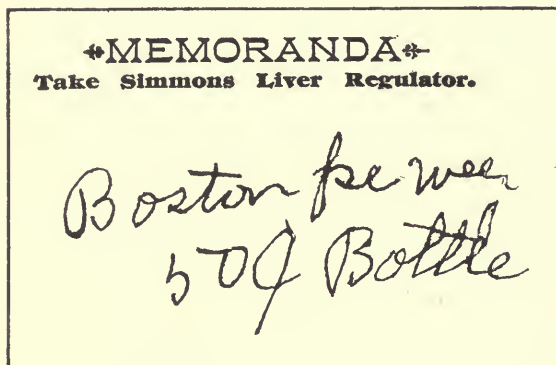
HARRY G. WALTER.

McLean, Illinois.

ONE WAY TO SPELL IT.

To the Editors:

We enclose an order for balsam copaiba, written by a "colored brother," which is some-



what unique. We have sold lots of balsam copaiba, but did not know before that it came from "Boston."

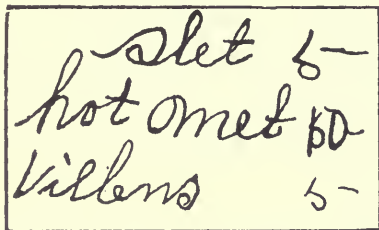
THORNTON DRUG CO.

Union Point, Ga.

IT PUZZLED HIM.

To the Editors:

I have read with interest your "puzzle" page and have been in business for more than 20 years, but here is one handed me by a small negro girl that got me. I could not make anything out of it, so after questioning her I sent



five cents' worth of salts and two hair-nets. The third article I had to give up. What I sent must have been right, as we did not get it back.

W. VAN ANTWERP.

Mobile, Ala.

MARKING SPONGES.

To the Editors:

How to mark the cost and selling prices on sponges so that the tag would not come detached has always been a never-settled question with us. We have lately, however, adopted a simple scheme that is giving good satisfaction.

It consists of attaching a piece of adhesive plaster to each sponge—and once attached the tag sticks until the article is sold.

We are also using the plaster method for marking ebony goods, rubber combs, and similar articles. The advantage of the plan is that although such a marker will stick indefinitely, it will easily peel off when the comb or brush is sold without leaving a disfiguring mark.

Bowmanville, Ontario.

JURY & LOVELL.

THE BLOCK SYSTEM.

To the Editors:

After seeing the show-cards made by fellow druggists in a number of the issues of the BULLETIN, it made me think that a great amount of practice was required to bring them up to such a point of perfection.

My own show-cards are all made with the block system of lettering.

The principle of this system is to have the letters and numbers five spaces high by three wide, except in the case of "I," "M" and "W."

The style of the letters may be varied by having the spaces wider or narrower. Letters may also be shaded.

I use a good quality of white cardboard and jet-black India ink, but colored ink may be used with perhaps better results.

Warton, Ontario.

H. G. CHEESMAN.

We prize the BULLETIN OF PHARMACY very highly and consider it one of the best publications coming into the office. I look forward with pleasure to each issue, knowing I will always find several good points to be used in connection with the drug business.

Atlanta, Ga.

A. R. MUNN,
Coursey & Munn.

I take two other publications, but I consider yours far ahead of any of them.

Decatur, Tex.

EVERETT W. BASS.

BUSINESS HINTS

Business Letter-writing.—

A clean-cut letter, brief and to the point—a letter that goes directly into a proposition and then stops—that letter denotes a business man, says a writer in *The Goodrich*, the house organ of the Goodrich Rubber Company. No one who writes in that way could tolerate cobwebs in the corners, or mussy show-cases.

There isn't a man engaged in business to-day who can afford to send to his customers letters that contain misspelled words or poor grammar. It is poor economy to try to save in a matter so important.

Here are the things you should put into every letter:

First: A correct address in full at the left-hand side of the page.

Second: A salutation. When addressing a man, it should read "Dear Sir." When addressing a company, the salutation should be "Dear Sirs." When addressing a woman, it should be, "Dear Madam."

Third: Don't use stereotyped, worn-out openings. Try to put your personality into the letter—write as though you were talking.

Remember that things that are written never sound as they do when spoken. For that reason, choose your words carefully. If you are tempted to be sarcastic, lay aside the letter for a day.

These may sound like trifles, but they make the difference between good and poor letter-writing. Always refer to the date of your correspondent's letter, so that he may locate readily in his files the matter to which you refer.

Try to cover every detail involved in every letter, so that there may be no misunderstanding. It is very easy to omit those things which may appear perfectly obvious to you, but concerning which your correspondent is confused. Try to put yourself in your correspondent's place and tell him the things you would want to hear.

Fourth: When you have come to the end of your letter, *stop!* The simpler the ending the better. The words, "Yours truly," "Yours very truly" and "Very cordially yours," are commonly used.

Strict adherence to these simple rules and scrupulous care that every letter is neat and well arranged on the sheet may make a difference of hundreds of dollars in your business during the course of a year.

If any of your employees are also writing letters, be equally insistent with them. Remember that your letter represents your store to the man who receives it—it is your personal representative.

Planning a Christmas Candy Sale.—

Here is the outline of a successful candy-selling plan, described by Edward Mott Woolley in the *Associated Sunday Magazines*, which should be given consideration now if it is desired to put a similar plan in operation this year:

A small neighborhood confectioner in a large eastern city did more business last winter than in five previous

winters put together, and he did it simply through a stroke of initiative so simple that he marvels at his long lethargy.

"In previous years," he told me, "I simply waited for people to come in and buy their Christmas candy—which for the most part they did not do. They went to the bigger down-town stores and bought tons and tons of it, going right past my store, many of them, on the way.

"This last Christmas season I resolved to get some of that trade. Now I knew that every family in my neighborhood would buy Christmas candies. There was no question about the market. Weeks before Christmas I put up some samples and sent two girls out with them to canvass for orders. I offered not only the goods, but the service, guaranteeing to deliver the candies in time for Christmas and save the customer all the time and annoyance of the usual final rush for these goods just before the great day.

"The result far exceeded my expectations. I was deluged with orders, and my little business got a boom such as it never had before. The incidental advertising, I am sure, much more than paid for the expense of the campaign."

This might be used as the basis for a maxim:

"Trade goes past the door of the man who does not flag it."

To Sell Cough Syrups.—

During the season of the year when coughs and colds are particularly prevalent, Arthur G. Tracey, of Hampstead, Maryland, sends the following typewritten letter to heads of families in which there are children:

DEAR MR. SMITH:

Since there are so many brands of cough syrup offered to the public, one cannot be too careful in picking the kind best suited to his children.

"Tracey's Brown Cough Mixture" is made of several valuable ingredients, so proportioned as to produce the best results. The preparation contains no habit-forming drugs; the small amount of alcohol present is there to hold the various ingredients in permanent solution and to preserve the medicine, keeping it in an unchanged condition.

It is prepared in a sanitary manner and the bottles are made air-tight immediately after filling. My personal supervision over the manufacture of each lot that is marketed insures its uniformity and dependability.

The fact that the preparation has been on the market for several years, with the sales in this community increasing by great strides, is sufficient testimonial of its merits.

If you have never tried "Tracey's Brown Cough Mixture," either for your children or for yourself, try a bottle now; if you are not satisfied with the results, I will gladly return your money.

Yours very truly,

ARTHUR G. TRACEY.

Each letter is filled in with the name and address of the person to whom it is sent and is signed in person by Mr. Tracey.

Thrift in Smoke.—

Smoke prevention often has a greater value than the esthetic or a mere saving in fuel. By applying the electrical treatment of smoke to the flues of a sulphuric acid plant, 2 gallons of acid per minute was recovered that would otherwise have been wasted. In a copper works several tons of lead per day was saved by this method, and similar results have been obtained in the treatment of smoke and gases from lead blast furnaces, brass works, etc. In the manufacture of Portland cement a ton or more potassium sulphate per day has been recovered.

PRACTICAL PHARMACY

An Improved Formula for Cholera Mixture.—

In a paper read before the 1916 meeting of the New Jersey Pharmaceutical Association, Otto Raubenheimer, Phar.D., had the following to say:

The sale of diarrhea mixtures or so-called "Cholera Drops" has become a necessity, especially during the summer months. For this reason the National Formulary, one of our legal standards according to the Pure Food and Drugs Act and various State laws, provides five different formulas, two of which, Squibb's Diarrhea Mixture and Sun Cholera Mixture, will be retained in the 4th edition of the N. F.

The "Sun Mixture" is without doubt the most important. However, owing to its high opium content, namely 20 volume per cent of tincture of opium, it cannot be sold to the public without a physician's prescription, according to the Federal as well as the State laws.

Various suggestions have been made in order that cholera mixture might be sold to the suffering public. Among the suggestions advanced are the following:

1. To reduce the quantity of tincture of opium, so that one fluidounce contains *not more than two grains of opium or one-fourth of a grain of morphine.*

2. To replace the 20 per cent of tincture of opium by such astringents as tincture of cinnamon or kino or gambir.

My own suggestion is to modify the formula in such a way that it contains 50 per cent of paregoric. Here is my formula:

IMPROVED SUN CHOLERA MIXTURE.

Spirit of peppermint.....	2 volumes.
Spirit of camphor.....	1 volume.
Tincture of capsicum.....	1 volume.
Tincture of rhubarb.....	1 volume.
Camphorated tincture of opium.....	5 volumes.

Dose: 1 to 2 teaspoonfuls in a wineglass of water as required.

I advocate the use of paregoric because, from personal experience, I am convinced of its beneficial action in cramps, pains, and diarrhea. Elixir Paregoricum has most certainly stood the test of time, both as a household remedy and as a pharmacopœial preparation, having been originated about 1700 by Dr. LeMort, Professor of Chemistry at the University of Leyden, Holland.

"Improved Cholera Drops," made according to the foregoing formula, contain merely a trace of opium, namely 0.2 per cent (0.02 per cent of anhydrous morphine). It seems hardly possible that the opium "habit" could be contracted from this mixture, as its taste is not any too inviting.

I have sold "Improved Cholera Drops" for over a year with perfect satisfaction to my customers.

Darkening of Resorcin Ointment.—

Resorcin is very susceptible to the action of light, says *Pharmaceutical Notes*, of London, and its avidity to absorb oxygen from the air causes it to change from a nearly colorless state to that of a rose or dark-brown shade. When the chemical structure of resorcin is taken into consideration, this susceptibility to the action of

light and the atmosphere is not to be greatly wondered at. Resorcin is a diatomic phenol and is largely used in preparing artificial dyes. Two isomerides are pyrocatechin and hydroquinone, both of which are employed as developers in photography, and both undergo color changes when exposed to the light. No practical method has been suggested that will effectually prevent the color change likely to occur in resorcin ointment, and the best precaution is to preserve the containers protected from the light.

Prescription Pricing Comments.—

On page 338 of the August BULLETIN there was published a communication from H. G. Davis, of Athens, Ala., in which he requested that readers tell what price they would charge for the following prescription:

Fluidextract of hydrastis.....	1 fluidounce.
Fluidextract of viburnum.....	1 fluidounce.
Fluidextract of ergot.....	1 fluidounce.

Directions: teaspoonful in water 3 or 4 times a day as instructed.

R. C. Strode, of Philadelphia, says that ordinarily he believes in getting an approximate profit of 100 per cent on every prescription he dispenses, but in this case, owing to the high cost of the fluidextract of hydrastis, he would cut down the profit slightly. Mr. Strode figures the cost of the hydrastis as 60 cents, that of the viburnum as 8 cents, and that of the ergot as 17 cents, and says that he thinks a price of \$1.50 would be the right one to charge.

J. R. Tiffany, of Herkimer, N. Y., says that in order to be repaid for the cost of the ingredients and container used, to collect pay for the time consumed in compounding, to be recompensed for the cost of doing business, and to make a net profit of 50 per cent, the druggist should command a price of at least \$1.90.

According to A. J. Delahoussaye, Franklin, La., a charge to the patient of \$1.75 for the prescription would be the proper figure.

Several other replies received all give \$1.50 as the price to charge—in spite of the fact that such a sum does not represent twice the cost of the ingredients used, and leaves nothing at all as payment for the time consumed in compounding.

Narcotic-free Diarrhea Mixtures.—

In addition to the formula advocated by Dr. Raubenheimer, the three following mixtures have been proposed for incorporation in the A. Ph. A. Recipe Book:

ACID DIARRHEA MIXTURE.

Diluted sulphuric acid.....	1 Cc.
Compound tincture of cardamom.....	2 Cc.
Sugar	4 grammes.
Spearmint water.....	11 Cc.

For diarrhea: 8 Cc. in a wineglass of water after each movement of the bowels.

As a tonic: 4 Cc. three times a day.

TINCTURA ANTICHOLOERICA.

Aromatic tincture	80 Cc.
Acetic ether	18 Cc.
Oil of peppermint.....	2 Cc.

TINCTURA ANTICHOLOERICA RASTLERII.

Tincture of cinnamon.....	24 Cc.
Spirit of ether.....	12 Cc.
Oil of juniper berries,	
Oil of cajuput,	
Oil of anise, of each.....	4 Cc.
Haller's elixir (N. F.).....	1 Cc.

These three mixtures contain no opium or other narcotics; their sale, therefore, would not constitute a violation of the Federal or State narcotic laws.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Anti-freeze Mixture for Automobiles.

D. A. S. asks: "What chemicals or compounds do you consider best for use as anti-freeze mixtures for automobiles?"

There are several chemical preparations intended for use in automobile radiators, but we hardly care to recommend them, as their continued use sometimes causes injury to the metal parts of the radiator or to the rubber connections.

Wood alcohol has been greatly favored for this line of work. In the presence of heat and oxygen, however, wood alcohol has a slight tendency to form formic acid, which might in time corrode the parts. It boils at a lower temperature than denatured alcohol, and consequently less of the latter is required, and as the tendency to evaporate is materially reduced, denatured alcohol is much cheaper to use for the purpose.

Alcohol (denatured) has absolutely no corrosive action on any of the metals with which it comes in contact, and its ability to withstand cold is indicated by the fact that it freezes at about -160° F. Its composition is necessarily uniform, because it is manufactured in accordance with a formula prescribed by and under the supervision of government chemists. It contains no solid matter, thus making it unnecessary to filter before using and eliminating all danger of its clogging the radiator.

20-per-cent solution freezes at about 10° above zero.

30-per-cent solution freezes at about 5° below zero.

40-per-cent solution freezes at about 20° below zero.

50-per-cent solution freezes at about 35° below zero.

In solutions above 40 per cent in strength, however, the alcohol evaporates too readily to make a really practical mixture. In mild weather, too, this mixture boils very quickly.

The radiator should be carefully cleaned out before filling with the alcohol solution, and not filled too full, to allow for expansion when heated. If the car is out of use for more than a few days at a time, it is better to empty the radiator while warm and let it drain dry, taking care, however, to refill it before starting up the engine.

Bay Leaves in Bay Rum.

A. B. writes: "I would like a formula for bay rum in which bay leaves are used."

Originally bay rum was made by distilling bay leaves with rum, and was obtained from different West India islands where the bayberry tree is indigenous. Now,

however, instead of the distilled product it is customary to make a solution of oil of bay in alcohol, modifying the odor by such additions as rum and various essential oils. Water is frequently added for the purpose of lessening the cost of the product. A bay rum formula in which bay leaves are used to impart a color to the solution is as follows:

Oil of bay.....	4 fluidrachms.
Bay leaves (crushed).....	1 ounce.
Oil of orange.....	15 minims.
Oil of pimento.....	15 minims.
Alcohol	39 fluidounces.
Water	25 fluidounces.

Mix the oils and alcohol, add the water and bay leaves, set aside in a well-stoppered bottle for eight days, and filter.

If desired, uncolored Jamaica or New England rum may be substituted for a portion of the alcohol and water.

A Mineral Oil Cold Cream.

A. B. writes: "Please publish a formula for a cold cream containing mineral oil."

The following is borrowed from our book entitled "350 Dollar Ideas for Druggists," and was originally contributed to the BULLETIN by H. B. Molyneaux, of Omaha, Nebraska. To quote from his article:

For many years I sought in every book of formulas, in every pharmaceutical journal I could get my hands on, for a formula that would excel in a cold cream. I failed to find one that would come up to the standard I had set, or rather the quality my customers demanded. The cold cream I sought must be smooth, white, and elegant in appearance. It must not become rancid and must retain the same consistency in winter and summer. Eureka! Some one said that "Necessity is the mother of invention," and it is aptly applied in this instance. The formula is simple but elegant. Here it is:

Paraffin	250 grammes.
White wax.....	260 grammes.
White mineral oil.....	990 grammes.
Sodium perborate.....	10 grammes.
Distilled water.....	380 grammes.
Perfume, q. s. to suit.	

Mix the paraffin and wax at the lowest possible temperature, and then add the mineral oil. If this addition causes the wax to congeal, continue the heat, while stirring sufficiently to remelt the mass. Now add the sodium perborate to the water and slightly warm the solution. Then add this to the wax solution in a continuous stream as large as a finger; at the same time briskly beat the emulsion with a wooden paddle until it becomes smooth. While the mass is in a semifluid state, incorporate the perfume. Then run the cream into the containers.

Pouring the cream into the jars while in the melted state gives the surface a glossy, satin finish on cooling. Don't fill the containers so full that the covers come in contact with the top of the cream.

For a satisfactory perfume Mr. Molyneaux suggests that oil of rose or a synthetic violet like "Irol synfleur" be used.

Depilatory Powder.

C. L. K. writes: "Please publish a formula for making a depilatory powder."

Try the following:

Barium sulphide.....	5 drachms.
Powdered soap.....	1 drachm.
Talc	7 drachms.
Wheat flour.....	7 drachms.

In using, mix one teaspoonful of the powder into a paste with three teaspoonfuls of water, and apply to the parts with a small shaving brush in a moderately thick and even layer. After four or five minutes the parts should be moistened with a sponge, when after another

five minutes the hair can be removed by washing off the mass.

Too long contact of depilatories with the skin should be avoided, as they are likely to cause erosions and even ugly sores. To avoid any bad after-effect, the skin should be thoroughly cleansed and then anointed with some bland oil.

Destroying Trees.

H. E. D. asks: "Will you kindly publish a formula for a liquid that will kill a tree when poured in a cut around the base of the tree?"

To kill a rugged tree by any means other than the ax method is usually a difficult task—almost as difficult, in fact, as to cause a dying tree to become thrifty once more.

However, numerous tree-destroying solutions have been suggested, and among those that are claimed to be the most efficacious are the following:

- (1) Arsenic trioxide.....3 pounds.
Hydrochloric acid.....1 gallon.
Water.....1 gallon.

Boil in an enameled iron pan until dissolved, and make up to a volume of 4 gallons by adding water.

- (2) Arsenic trioxide.....4 pounds.
Caustic soda (70 per cent).....4 pounds.
Water.....4 gallons.

Boil until solution is effected.

Commercial sulphuric acid poured close to the base of a tree is also claimed to be an effective death-producing agent.

A Potassium Chlorate Tooth Paste.

F. H. N. asks: "Can you furnish a working formula for the manufacture of a tooth paste containing potassium chlorate?"

The following formula is recommended by Joseph Jacobs, of the Jacobs Pharmacy Company, Atlanta, Georgia:

- Precipitated chalk.....12 pounds.
Powdered chlorate of potash.....20 pounds.
Powdered sugar.....4 pounds 10 ounces.
White mineral oil.....2 fluidounces.
Oil of peppermint.....8 fluidounces.
Glycerin.....4½ pints.
Water.....3 pints.

Pour the water into mixer, gradually add the chlorate of potash, and mix well. Then add the powdered sugar and white mineral oil, and after mixing thoroughly with the chlorate of potash, gradually add the oil of peppermint and glycerin. Finally add the precipitated chalk in very small proportions.

For mixing the preparation Mr. Jacobs uses a No. 2 Pony Mixer, manufactured by J. H. Day & Company, Cincinnati, Ohio.

Board of Pharmacy Secretaries in the United States.

A. S. D.—In reply to your inquiry we are printing the entire list:

- Alabama—E. P. Galt, Selma.
Arizona—A. G. Hulett, Phoenix.
Arkansas—J. A. Gibson, Little Rock.
California—Louis Zeh, San Francisco.
Colorado—F. E. Mortenson, Pueblo.
Connecticut—J. A. Leverty, Bridgeport.
Delaware—J. O. Bosley, Wilmington.
District of Columbia—W. T. Kerfoot, Jr., Washington.
Florida—D. W. Ramsaur, Palatka.
Georgia—Ben S. Pearsons, Macon.
Idaho—E. E. Colpin, Oakley.
Illinois—F. C. Dodds, Springfield.
Indiana—W. H. Fogas, Mt. Vernon.

- Iowa—H. E. Eaton, Des Moines.
Kansas—W. E. Sherriff, Ellsworth.
Kentucky—J. W. Gayle, Frankfort.
Louisiana—J. Baltar, New Orleans.
Maine—F. T. Crane, Machias.
Maryland—Ephraim Bacon, Baltimore.
Massachusetts—W. F. Briry, Melrose.
Michigan—C. S. Koon, Muskegon.
Minnesota—E. A. Tupper, Minneapolis.
Mississippi—W. W. Ellis, Fernwood.
Missouri—G. Cox, Craig.
Montana—J. A. Riedel, Boulder.
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Nevada—J. M. Taber, Elko.
New Hampshire—H. E. Rice, Nashua.
New Jersey—E. R. Sparks, Burlington.
New Mexico—Bernard Ruppe, Albuquerque.
New York—W. L. Bradt, Albany.
North Carolina—F. W. Hancock, Oxford.
North Dakota—W. S. Parker, Lisbon.
Ohio—M. N. Ford, Columbus.
Oklahoma—J. C. Burton, Stroud.
Oregon—F. S. Ward, Sa'em.
Pennsylvania—L. L. Walton, Williamsport.
Rhode Island—J. E. Brennan, Pawtucket.
South Carolina—E. M. Smith, Charleston.
South Dakota—E. C. Bent, Dell Rapids.
Texas—R. H. Walker, Gonzales.
Tennessee—J. B. Clark, Nashville.
Utah—W. H. Dayton, Salt Lake City.
Vermont—M. G. Beebe, Burlington.
Virginia—E. L. Brandis, Richmond.
Washington—D. B. Garrison, Cornell.
West Virginia—Alfred Walker, Sutton.
Wisconsin—Edward Williams, Madison.
Wyoming—N. B. Bennett, Sheridan.

A Chill and Malaria Preparation.

L. R. R. writes: "Kindly publish a formula for a chill and malaria preparation."

Try this one:

- Quinine sulphate.....384 grams.
Dilute sulphuric acid, q. s. to dissolve.
Ferrous sulphate.....128 grains.
Aloin.....42 2/3 grains.
Water.....2 fluidounces.
Aromatic elixir.....8 fluidounces.
Syrup q. s. ad.....1 pint.

Dissolve the quinine sulphate in the water with the aid of a sufficient quantity of diluted sulphuric acid. Then dissolve the ferrous sulphate in the acid solution. Next dissolve the aloin in the elixir, mix the two solutions, and add sufficient syrup to make the whole measure one pint.

The mixture may be colored red with tincture of cudbear if desired.

Household Ammonia.

P. W. asks: "Will you please print directions for making a household ammonia possessing a cloudy or wavy appearance?"

Here are several formulas:

- (1) Potassium carbonate.....1 part.
Borax.....1 part.
Green soap.....1½ parts.
Stronger ammonia water.....4 parts.
Water.....8 parts.

Heat the water and dissolve in it the soap and potassium carbonate; then add the borax, and, when cold, the stronger water of ammonia.

- (2) Stronger ammonia water.....1 gallon.
Soft water.....8 gallons.
Yellow soap.....4 pounds.
Saltpeter.....8 ounces.

Cut the yellow soap in shavings, and dissolve in soft water by heating; add the saltpeter, and stir well until dissolved; strain, let settle, skim off all soap-suds, etc., add the ammonia, and bottle at once.

- (3) Oleic acid.....2 fluidounces.
Stronger ammonia water.....14 fluidounces.
Cologne water.....2 fluidounces.
Water, to make.....32 fluidounces.

Mix and bottle immediately.

A cheap household ammonia may be made by adding ammonia water to a solution of sal soda.

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THE MONTH'S HISTORY

LIQUOR IN THE STATE OF WASHINGTON.

We are reproducing in another part of the BULLETIN two photographs depicting the havoc wrought by special policemen in drug stores in Seattle when it had been established to the satisfaction of headquarters that the selling of booze was one of the chief occupations. The State of Washington has been dry nearly a year, and stores of a certain class have not only cast a shadow of disrepute on the decent ones, but have been the means of making it necessary for the Seattle local authorities to put into force a number of rigid regulations. Liquor prescriptions must be kept on a separate file, must be numbered serially, and must be held subject to inspection by the proper officers at any time. The man getting the liquor must write his signature in a book, whether the liquor is for him personally or for the use of some one else.

All liquors must be kept in the same room in which the business is transacted—in which the druggist's certificate of registration is displayed. Extra stock cannot be stored in a back room or in the basement. Wines for sacramental purposes must be sold to clergymen; deacons, even, cannot get them.

They mean business in Seattle, State of Washington!

* * *

THE QUANTITY NOT LIMITED.

Suppose you got a prescription calling for 6 pounds of opium, what would you do with it? A druggist in Great Falls, Montana, filled such a prescription. The doctor who wrote it was haled into court, and Judge Geo. M. Borquin, of the Federal Court, District of Montana, held that there is nothing in the Harrison law which prohibits a doctor from prescribing the drug in any quantity. The judge holds that when a legislative power undertakes to create an offense, it must do so in clear and definite language—thereby taking a back-handed whack at a certain Treasury decision which essays to supply definiteness and clearness to the point at issue. The decision also defines the word "dispense," holding it to mean "to deliver to another."

The druggist who filled the prescription is under indictment, and a nice little point of law is involved. Is it unlawful to put up a prescription which it is lawful to write? The druggist's case has not yet been called.

* * *

CHEMISTS ALIVE TO THEIR OPPORTUNITIES.

The American Chemical Society met in joint convention with the American Electrochemical Society and the Technical Association of Pulp and Paper Industry during the week September 25 to 30. The place was New York City, and the attendance might be designated as overwhelming. Never before in the history of the United States—of the world, doubtless—have there been presented such opportunities as now exist for those engaged in

the chemical and allied fields; and that those interested are fully alive to the significance of the situation was almost dramatically shown by their eagerness to get together, discuss conditions, pledge coöperation, and formulate plans for the future. Nearly 2000 delegates registered at the Chemists' Club, general headquarters for the chemists, during the first day. Many men of national prominence participated, among the numbers on the programme appearing three names well known to the drug trade—Dr. Otto Raubenheimer, Dr. Harry Vin Army, and Dr. Lyman F. Kebler, chief of the drug laboratory of the United States Department of Agriculture.

The 1917 meeting of the American Chemical Society will be held in Boston, early in September.

* * *

DEATH OF A WELL-KNOWN SOUTHERN JOBBER. John R. Tague, manager of Van Vleet-Mansfield Drug Co., Memphis, Tenn., died very suddenly on Tuesday, October 10. Mr. Tague had not been in good health and was obliged to forego a trip to the recent annual convention of the National Wholesale Druggists' Association at Baltimore, of which or-



John R. Tague.

ganization he was an active member; nevertheless the end was unexpected and came as a distinct shock. Everybody who knew him had an affectionate regard for him, and he was a man of real ability.

Mr. Tague was born in Indiana in 1859. He served an apprenticeship in a drug store, saw service on a man-of-war as pharmacist,

and was with one of the first parties that discovered gold in Alaska. In 1885 he became identified with the Mansfield Drug Co., Memphis, as head of the order department. When the Mansfield Company and the Van Vleet Company were consolidated he was made assistant manager, and later became manager. Mr. Tague was active in the counsels of the Second Methodist Episcopal Church, and has served as president of the Southern Drug Club. He was a director in the Cotton States Merchants' Association, the Memphis Freight Bureau, and of a Memphis bank.

* * *

VOLUNTARY DISSOLUTION.

The beneficiaries named in the will of the late Charles N. Crittenton have brought about a dissolution of one of the best known wholesale drug houses in the United States—the Charles N. Crittenton Co. The company was founded in New York City more than 50 years ago and has always enjoyed a good business. An adequate return on the capital invested has always been made, and the company at present is in excellent financial standing.

The founder's five grandchildren, together with the Florence Crittenton Home, are the beneficiaries named in the will, and jointly they hold 60 per cent of the stock—it is the wish of all of these, it is stated, that the business be converted into cash.

In all probability entire liquidation will not be effected until next spring. Prior to dissolution, the officers of the company were: Thos. E. Delano, president and treasurer; Franklin B. Waterman, secretary; and Wm. A. Demarest and Albert Marsh, vice-presidents.

* * *

THE CHICAGO DRUG SHOW.

The Chicago Retail Druggists' Association has set December 2 to 10, inclusive, as the time for the staging of what is to be termed a Drug, Chemical and Allied Trades Exposition. According to the *C. R. D. A. News*, this is to be the first affair of this kind ever fostered by a local retail druggists' association, and in a general way the exposition is to be modeled along the lines pursued in shaping up shows seen at N. A. R. D. annual conventions. Ample room is to be provided in the Coliseum, and manufacturers, societies and schools of pharmacy have been asked to take space and make known their offerings.

The general public is to be admitted, and a handsomely executed pictorial scroll of the exhibitors, called the "honor-roll," is to be sent to every druggist within a radius of 400 miles of Chicago. It is hoped that the show will prove so successful that a similar exposition may be held each year hereafter.

* * *

**THE
N. W. D. A. AT
BALTIMORE.**

The forty-second annual convention of the National Wholesale Druggists' Association convened at Baltimore October 2-6. The sessions were held in the roof garden of the Emerson hotel, and Maryland hospitality did much to mark the gathering as one of the most enjoyable that the association has held



President-elect Jas. W. Morrisson.

during all the years of its existence. Many matters of importance to the trade as a whole were taken up and the discussions proved unusually profitable. In the accounts of the deliberations special mention is made of retiring-president Charles Gibson's address, and also of an address delivered by Dr. James H. Beal, who conveyed the greetings of the American Pharmaceutical Association. Chicago was selected as the next convention city, the matter of time being left to a standing committee. The following officers were elected: President, Jas. W. Morrisson, Chicago; first vice-president, Harvey H. Robinson, Baltimore; second vice-president, William Scott, Indianapolis; third vice-president, I. A. Solomons, Savannah; fourth vice-president, S. D. Andrews, Minneapolis; fifth vice-president, Nelson P.

Snow, Syracuse; secretary, F. E. Holliday, New York. C. E. Bedwell, chairman; Geo. R. Merrell, A. D. Parker, F. C. Groover, and L. D. Sale comprise the Board of Control.

* * *

**A NEW VICE-
PRESIDENT AND A
NEW EDITOR.**

One of the new vice-presidents of the N. A. R. D. is W. B. Cheatham, of San Francisco. Mr. Cheatham was formerly an N. A. R. D. organizer on the Pacific Coast, having served in that capacity for five years; and for three years he was the Pacific Coast manager for the A. D. S. He now has retail interests in California's capital, and is also president and general manager of the Associated Pharmacists, a corporation doing a manufacturing business. The organization is of a coöperative nature, and it will be recalled that it secured the services of J. Leyden White a short time ago, Mr. White taking on the title of "director of publicity." A very creditable little monthly magazine, known as *The A. Ph. Spokesman*, is put out, Mr. White, of course, being the editor.

* * *

The Michigan Board of Pharmacy has decided to grant to applicants who obtain an average of 75 but who fall below 60 in one or more subjects the privilege of making their low marks good at the next examination, or at any examination held within a year. When these subjects are thus taken up separately, however, a marking of 75 in each is required.

* * *

Up to the middle of August, according to *Commerce and Finance*, there had been 11,117 cases of infantile paralysis in the United States since the outbreak of the present epidemic. Of the 38 States in which the disease has appeared Arkansas and Oregon rank lowest with three cases each, and New York highest with 7753 cases.

* * *

Frederick W. Mansfield, Democratic candidate for governor in Massachusetts, was formerly a Boston druggist. He gave up pharmacy to study law.

* * *

James B. Rayner, one of the founders of the firm of Buck & Rayner, Chicago, is dead. He retired from business in 1888.

EDITORIAL

THREE MISTAKES!

The merchant who makes 10 per cent net on his sales and turns his stock over five times a year makes 50 per cent on his invested capital. The man who makes the same percentage on his sales, but who turns his stock only twice, makes only 20 per cent. Wouldn't you rather make \$5000 per year than \$2000?—*Book, Stationery, and Novelty News*.

A pretty short paragraph to cram three mistakes into, isn't it, but here they are:

Mistake No. 1. Stock turnovers are figured on costs instead of on the selling volume. And so "the merchant who makes 10 per cent net on his sales, and turns his stock over five times a year," really makes better than 50 per cent on his invested capital. He makes nearer 80 per cent on it with the average business.

Mistake No. 2. "The man who makes the same percentage on his sales, but who turns his stock only twice," makes more than 20 per cent. He makes over 30 per cent on his capital if his business represents the average.

Mistake No. 3. So far we have proved the author's case better than he intended to prove it himself, but now we must show that his entire argument is false. Two merchants with the same volume of sales, each making 10 per cent net, one turning over his stock twice a year and the other five times a year, do not make \$2000 and \$5000 respectively. Merely turning over the stock five times instead of twice isn't going to make anything like a difference of \$3000. It would ordinarily make a difference of exactly \$117—that's all.

This quotation from the *Book, Stationery and Novelty News* is a good specimen of the loose thinking that prevails on this subject of stock turnovers. It is so loose, indeed, that it wouldn't hold together for a single instant.

Let us analyze it briefly.

Take our average merchant with sales of \$10,000 annually. His expense of doing business is 25 per cent, and his net profit is 10 per cent. These two items, therefore, total \$3500, and the cost of goods sold during the year is consequently \$6500.

Now take these two men with different turnovers. The man who turns over his stock five times a year has an investment of one-fifth of \$6500, which means a capital of \$1300. The

other turns over his stock twice a year and, therefore, has an investment of \$3250. In the one case \$1300 is tied up, and in the other case \$3250 is tied up. The man with the relatively slow turnover uses \$1950 more capital than the other man, but what has he lost that the other man has gained? Simply this—the interest on \$1950 that might otherwise have been put into outside investments.

The interest on \$1950, figured at 6 per cent, is \$117. Therefore it follows that if two men do a business of \$10,000 a year, and make 10 per cent net, the man who turns over his stock five times will make \$117 in actual money more than will the man who turns over his stock only twice. How absolutely absurd, then, is the question asked in the paragraph we are criticizing: "Wouldn't you rather make \$5000 per year than \$2000?"

Let us figure the thing out on the basis of the investment involved. The man with five turnovers has an investment of \$1300, and if he makes 10 per cent net on his sales, he realizes a profit of \$1000, which amounts to nearly 80 per cent of his investment. The other man has a capital of \$3250. Like his friend, he makes \$1000 also in the way of net profit, but in this case it is only a little over 30 per cent on his investment. One man makes his capital yield 80 per cent and the other 30. This seems like a heaven-wide difference, but in actual money it means only a little over a hundred dollars.

A merchant who makes 10 per cent net on his sales certainly makes that and nothing more, no matter how often he turns over his stock. It is perfectly childish mathematics to assume that if one man turns over his stock twice as frequently he makes twice as much money. The only way this can be done is to sell twice as much goods. If, by greatly increasing your sales, you can sell five times as much goods, you will make five times as much money. Or, if, on the other hand, you can sell only twice as many goods, you will make only twice as much money. Under these conditions it would be perfectly proper to ask a merchant: "Wouldn't you rather make \$5000 per year than \$2000?"

But that isn't what these mathematical jugglers mean when they talk about increased turnovers. They mean keeping the stock low, and buying from hand to mouth, so that you

reduce your investment on a given volume of sales. The statements that continue to be made on this subject are almost incredible, and yet they keep bobbing up time and time again, and editors of trade journals repeat them without stopping to indulge in a little plain analysis.

A NEW DANGER THREATENS.

Within the last few years a movement has originated, and seems gradually to be gaining headway, that will soon demand the determined opposition of druggists in every State in the Union. The N. A. R. D. will be forced to jump into the breach and make use of its powerful legislative machinery.

What is this movement?

It is a plan to create compulsory health insurance by the enactment of both Federal and State laws, and a society known as the American Association of Labor Legislation has been created for the purpose of pushing the scheme through. Bills were introduced last year in the legislatures of New York, Massachusetts, and New Jersey. They failed of passage, but they will appear and reappear over the country until success has been met or until the whole propaganda has been given its death knell.

The purpose of this proposed legislation is to provide compulsory insurance for all manual laborers, no matter what their pay may be, and for all other employees earning less than \$100 a month. In all cases of sickness or disability from accidents employees will receive two-thirds of their wages during absence from work. They will also be granted free medical service, surgical and nursing attendance, medical supplies, hospital service whenever necessary, dental work, and the like. Not only that, but the same service will be given to all dependents of employees.

Who is to pay for this enormous outlay?

The employer will be charged with 40 per cent of the cost, the employee with 40 per cent, and the State is to make up the remaining 20 per cent.

Where does the druggist come in, and why should he oppose such legislation tooth and nail?

He is involved in three ways. In the first place, the plan proposes the establishment of "operating units" scattered thickly over the State for rendering medical, surgical, hospital and nursing service. These "operating units"

will include compounding and dispensing laboratories for the supply of the needed medicines. This means State competition for the druggist. Three-fourths of all wage-earners and their dependents are involved in this proposition. Three-fourths of the druggist's business in drugs and prescriptions, therefore, would leave his store and would be deflected to these public dispensaries. Such competition would be far worse than anything the druggist has suffered in the past, and in all conscience the menace of it should be serious enough to enlist his active and vigorous opposition.

But the druggist would be involved also as an employer. If any one of his clerks became ill, or suffered an accident, the druggist would be compelled to pay 40 per cent of all the costs. If the clerk were married, and had a wife and children dependent upon him, the same service would have to be granted them. Not only would two-thirds of the clerk's wages have to be paid, but he would be provided with free surgical, medical, dental, and hospital service, where necessary, and there would also be funeral benefits in case of death. Even maternity benefits would have to be granted in case they became necessary at such a time. Forty per cent of all this expense, we repeat, would have to be borne by the druggist as an employer.

In the third place the druggist is involved as a taxpayer. In any State where this scheme might carry, it has been carefully estimated that the taxes would easily be trebled. Does the druggist want to lose three-fourths of his pharmaceutical business on the one hand, and on the other be made to pay three times his normal taxes?

The whole scheme is a visionary piece of socialistic and paternalistic theory of the worst sort. It isn't necessary. There is no general demand for it. Even the labor people themselves are against it, but it is being pushed with ability and vigor, and if the whole propaganda isn't headed off it is more than likely that we shall see such legislation enacted in different States during the next few years.

Organized associations in the drug trade, both State and national, should join in the opposition to this absurd scheme, and in the meantime the movement should be watched with the closest of care and scrutiny. When the bills make their appearance in various State legislatures this winter, as they surely will, they should be fought with determination, and

our lawmakers should be made to understand that we want no European paternalism of this sort in free America.

A SAMPLE!

A few weeks ago a Chicago physician, Dr. Bernard Fantus, came out with a plea for the use of English in the place of Latin in the writing of prescriptions. This is not the first time such a thing has happened, but because of the author's standing the paper attracted a great deal of attention. It is not surprising, therefore, that daily papers all over the country have commented on the subject, and not infrequently have made the most of the opportunity to take a fling at the prescription-writing profession and at the drug business.

We are indebted to J. J. O'Donnell, Pittsburgh, Pa., for a specimen of the comment referred to, clipped from a Pittsburgh paper, and in spite of the fact that it will take up nearly a column of space, we are going to reproduce the editorial in full. Here it is:

Nothing could be more curious than some of the arguments used in defence of the medical profession's long-standing custom of writing its prescriptions in Latin. This official language of the ancient world still survives in the universities, and has not been wholly banished from religion, but in practical, every-day, worldly affairs it no longer exercises much more influence than the "p" in "pneumonia." As the language of scholars, it was employed one hundred or two hundred years ago by men of high learning among all nations for the writing of their treatises on all kinds of subjects. But that use of it has passed, along with most others.

Learning in the twentieth century is held to consist not of misty philosophical dissertation but of scientific research, and an Englishman or American studying the literature of science will have ten times as much need of German as of Latin. In fact, not even books on medical subjects are written in Latin. The medical profession knows only enough Latin to write its prescriptions, and hardly enough even for that. Why, then, does prescription-writing in Latin persist?

About the only answer that a well-known physician is able to suggest in a published article on the subject is that "a prescription in Latin can be filled anywhere in the world." But there's the very point. It can't. The apothecaries' clerks who do most of the compounding are generally as weak on Latin as on the origins of the New Testament. They know their own tongues—and ragtime—but that is as far as they go, and an honest doctor will admit that ignorant mistaking of Latin letters and words by prescription compounders has hurried hundreds of innocent persons into untimely graves. Besides, who wants to have a prescription filled

all over the world? People who have sicknesses 24,000 miles long generally stay at home.

The truth probably is that the medical profession is still writing its prescriptions in Latin and calling its drugs by Latin names because of inertia. It takes energy to throw off an outworn custom, and the medical profession is just beginning to accumulate the required energy in adequate amount. A resolution to adopt English has already been offered in the American Medical Association; its adoption in the near future seems probable. Many eminent physicians concede that the only advantage in retaining Latin is to "keep the patient in the dark as to what he is taking," which is not an advantage, particularly if, as may be suspected, it just as often keeps the physician in the dark as to what he is giving.

All of which causes us to ponder, after we have ceased smiling—or saying things. If newspapers, in all earnestness, will print such stuff as that, to what extent are we justified in believing anything we see in their columns?

Some of us have the editorial-reading habit. Perhaps we are being hoodwinked.

JOIN THE ASSOCIATIONS.

Pharmacy is a profession—and pharmacy is a business. On the one hand there must be learning and its ethics, and on the other hand there must be the dollar and all that goes with it. Professionalism and commercialism: for better or for worse they have been brought together and made to dwell under the same roof.

Roughly speaking, each segment is represented by a national association; and that is the reason that we have the two big bodies, the A. Ph. A. and the N. A. R. D.

Other spheres of human activity may call for only one organization of this kind. Bankers, hardware men, grocers, etc.—these can get along with a single central association. But the drug trade cannot.

Theoretically every druggist in the country ought to belong to both the national organizations; in practice a great many do not belong to either; and because there is so much discrepancy between the theory and the practice neither organization has the membership it ought to have.

This is all wrong. There isn't a man in the business who hasn't been benefited by both the A. Ph. A. and the N. A. R. D.; and the least he can do is to lend the moral support of his name and the financial aid that the payment of the really nominal dues would afford.

Join the associations!

A PRICING TABLE.

Here is a table that promises to be of great service to the druggist. It has been devised by E. C. Thulin.

Suppose, for instance, you desire to make a gross profit of 40 per cent on the selling price of a certain article. How shall you determine what this will amount to in dollars and cents? You cannot multiply forty by the cost price of the article, because the percentage of profit isn't figured on the cost. It is figured on the selling volume.

PRICING TABLE.			
%	Multiple.	%	Multiple.
20	1.25	31	1.45
21	1.267	32	1.471
22	1.283	33	1.493
23	1.299	34	1.516
24	1.316	35	1.539
25	1.334	36	1.563
26	1.352	37	1.588
27	1.37	38	1.613
28	1.39	39	1.64
29	1.409	40	1.667
30	1.429	41	1.695
% = Gross Profit on Sales. Multiple \times Cost = Selling Price.			

This table solves the problem. It shows you what price you ought to charge to secure a gross profit of any desired amount. If you desire to make a 40-per-cent profit, based on the selling price, you simply multiply the cost price by 1.667. In the case of an article costing \$1.00, you would therefore put a price on it of \$1.67.

The table is easily understood. If you desire a gross profit of 30 per cent, multiply the cost by 1.429. If you desire a gross profit of 35 per cent, multiply the cost price by 1.539—etc., etc.



The Erwin Drug Company's store, Erwin, Tennessee, was recently remodeled and now presents a very attractive appearance.

The fountain in Paul Eckels' store, Crowley, Louisiana. Mr. Eckels is a graduate of the Philadelphia College of Pharmacy and a member of the State Board.



F. B. Fricke, Council Bluffs, Iowa, is now nicely located with new fixtures and furnishings at Sixth and Broadway.

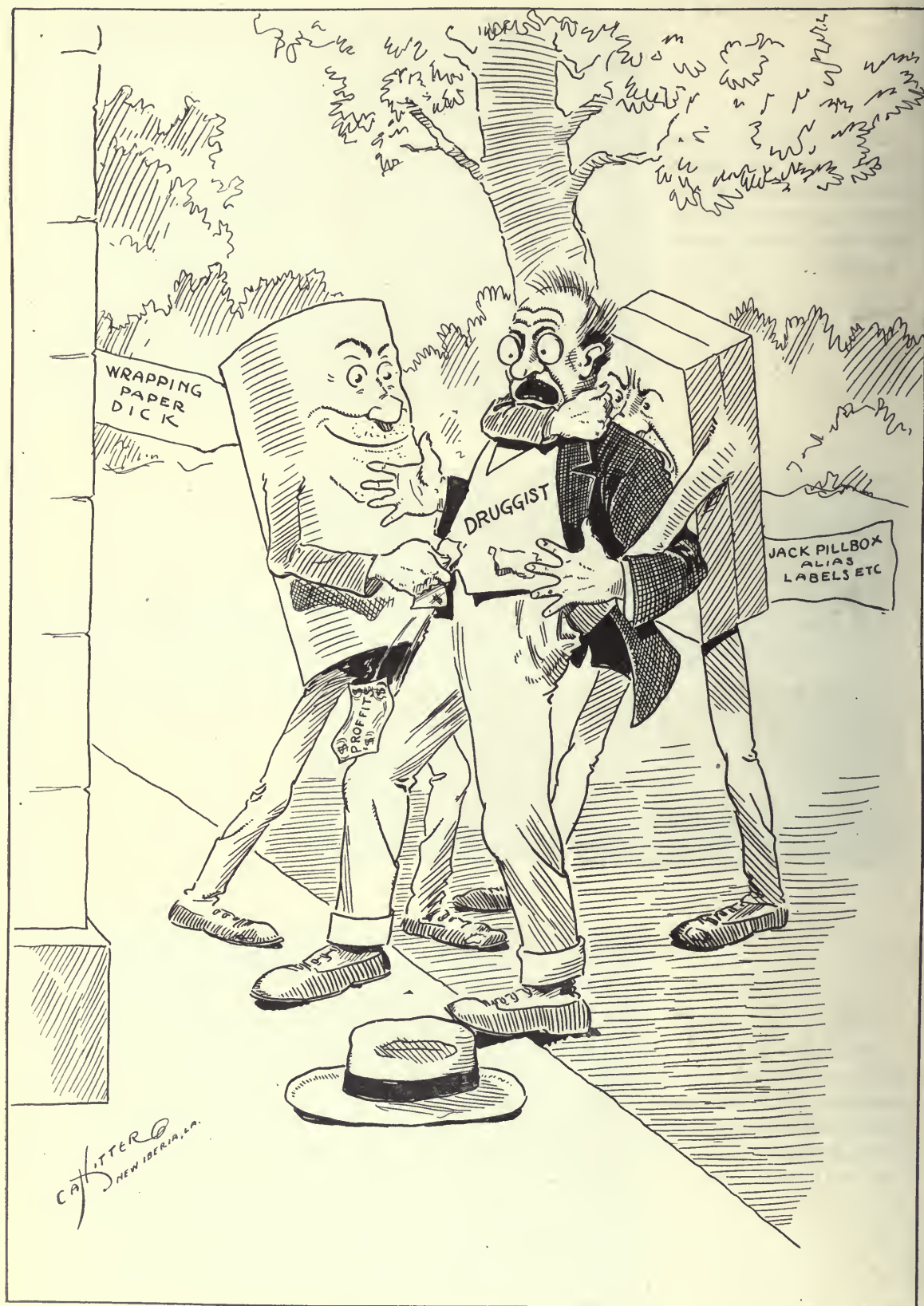
Moore Brothers' fountain, West Baden, Ind., showing two heavyweights: "Grub" White, age 16, weight 170; and "Babe" Moore, age 15, weight 165.



Two well-known presidents—Frank G. Ryan, president of Parke, Davis & Co., and E. H. Nelson, president of Nelson, Baker & Co.

The man with his hat on the back of the chair is Colonel W. T. Mollison, Fairbault, Minn. Col. Mollison is a druggist and was stationed at Llano Grande, Texas.





Stand and deliver!



Prohibition in Seattle.

Drug stores that sell liquor get short shrift in Seattle since the mayor adopted a policy of "smash 'em up." Washington went dry January 1. The stores shown on this page are said to have been owned by J. J. Kelley. Damage estimated in excess of \$10,000 was wrought by the official wrecking crew.



SELLING GOODS IN THE WEST INDIES.

By WILLIAM RENWICK.*

Our old friend Christopher Columbus first put this hemisphere on the map when he unfurled the Spanish flag on San Salvador, over four hundred years ago. The larger islands of Cuba, Hayti, Jamaica, Barbados, Trinidad, and others, were soon afterwards discovered, and, being fertile, immigration from Europe poured into them. For two hundred years European powers were periodically fighting for control of these wealthy islands, and, with the exception of Barbados, all of them have changed flags several times.

The exploits of Drake, Hawkins, Frobisher, Raleigh, Rodney, Morgan, and others are familiar to readers of English history, and their names are inseparably associated with the West Indies and the Spanish main. Nearly three hundred years ago slaves were brought over from Africa to work on the sugar estates, and for over two hundred years the West Indies was a full-grown member of the commercial world, while Uncle Sam was yet in swaddling clothes. The islands were the Mecca of the brave and adventurous of Europe, and also the headquarters of an array of buccaneers and pirates, who preyed with great profit upon the marine commerce of the different nations.

In those days Jamaica was the brightest jewel in the English colonial crown, and its capital one of the richest and wickedest cities of the world. Thousands of English families owned sugar estates among the various islands

and lived with a prodigality unknown to-day in those parts.

This prosperity continued until 1832, when Great Britain abolished slavery in all its possessions and the West Indian negro became a free man and was gradually enfranchised. At the same time there was instituted a degree of compulsory education, with the result that to-day, after three or four generations of good schooling, the colored gentleman of Jamaica, Trinidad, or Barbados, or any other island under British rule, is a highly civilized and interesting individual, and has nothing much in common with his American brothers.

EXTREME ADVERSITY.

For fifty years or more after the emancipation act the West Indies passed through a period of extreme adversity. A planter could not make money without slave labor and hundreds of families went back to England, letting their magnificent estates go to rack and ruin. One of the larger islands, before 1832, had a population of nearly 100,000 whites, with many thousand prosperous estates. Twenty years afterward there were about 15,000 whites and only a few hundred working properties.

After a few decades of business despondency a period of reconstruction set in, and the past twenty-five years has seen a gradually increasing prosperity.

I have often heard American tourists say they hoped that they would not become sick, being so far away from medical skill. The fact is that there are probably as good doctors

*Mr. Renwick makes periodical visits to the West Indies in the interests of Parke, Davis & Co.

throughout the various islands as at home. Having no medical colleges there, the big majority of the physicians are graduates of English or Scotch universities. An American or Canadian college graduate, who wishes to practice medicine on a British West Indian island,



Going to market.

must cross over to England and obtain an English degree. This keeps the standard high.

PHYSICIANS AND DRUG STORES.

Unfortunately, however, many of the physicians cannot practice their profession as they would like to; on account of the poverty of the masses, due to the cheapness of labor. The dispensing physician in particular, especially if he be a District Medical Officer of the Government, must be careful in the selection of his drugs, for John Bull limits him to a maximum charge of 50 cents per individual, and he must supply medicine. About one-third of the doctors are subsidized by the Government, receiving from \$1000 to \$3000 yearly, depending on length of service, for doing necessary work such as vaccinations, post-mortems, attending to the poor of the district, etc.

With a few exceptions, West Indian physicians make good money and live well. Most of them have motors—and this in a land where the laboring man receives an average of 30 cents a day and a woman about half that amount.

A big asset is the predilection of the colored person for medicine. The average native of the tropics is swallowing something in the medical line three or four times a day and every day, and he never becomes well. He is always hunting for a cure for his ills, real and imaginary.

There are several cities of from 30,000 to 65,000 population in my itinerary, possessing drug stores that compare very favorably with our modern American stores, as far as fixtures and the carrying of good stocks are concerned. A \$20,000 assortment of goods is not unusual.

These stores have splendid prescription departments, several of them running from 40 to 50 prescriptions a day.

HUSTLING IN THE HEAT.

One of the great drawbacks in covering this territory is the heat. It is at all times terrific and, until one becomes accustomed to it, almost unendurable. Many a man of the North, full of energy and with a desire to teach the lazy South how to do business, has gone down to the tropics and rushed around for a few days or a few weeks, then his friends back North have received a cablegram that the energetic gentleman was on his way home by the next steamer—in a box.

He rushed around until he did not feel quite right and a million tropical bugs were waiting for the white gentleman to do just as he did. One of them stuck his nozzle into the white man's skin and his friends were notified.

Typhoid fever and malaria are usually prev-



Grenada, a typical city.

alent. Of course, being immunized, one can forget the former; but the possibility of a siege of malaria is ever present. When one reflects that it is estimated 90 per cent of the people living in the tropics have hookworm (an affectionate little beast) and over 80 per

cent are syphilitic, not forgetting the periodical visitations of smallpox, yellow fever and plague that occasionally ravage all hot countries, the fear of a hasty exit while covering the job is not without some foundation.

Men of various nationalities are in the drug business among the many islands. In one colony, containing four good-sized stores, English, French, Scotch and Portuguese are represented, while on other islands we find East Indians, Chinese, Spanish, and native drug merchants.

But whatever the nationality the druggists are a uniformly well-educated lot of men. The educational requirement for a pharmacist is high, and the men know their work. They are also good business men, and seldom purchase goods that their more or less restricted market cannot absorb. With true West Indian courtesy, a stranger in their country is always given a hearty welcome and made to feel that



A West Indian Dan Patch.

the best their hospitality can offer is at his disposal.

EARLY IN THE MORNING.

The West Indian is an early riser, as a rule getting up soon after daylight. The inevitable cup of strong black coffee and a piece of toast is disposed of, usually in the bedroom, before rising, brought in by one of the many servants that constitute the household; and, by way, a real good servant earns as much as three shillings (72 cents) a week.

After his coffee and toast and a morning dip, the druggist opens his store, usually before 7 A.M., and most of the business is transacted in the early morning before the day has become hot. From 11 A.M. to 1 P.M. is breakfast time,



A sugar factory, Jamaica.

when every one partakes of a big creole meal. In quantity of food consumed this breakfast has got a good hearty dinner beaten to a frazzle.

All business places close at 4 P.M. for the day, and men go to their clubs or homes. The afternoon tea is an institution among all classes, served on the veranda or out in the garden. Business men often invite their traveling friends up for the evening, which means that one is expected to arrive about 4:30 and have tea, cake, etc., under the palm trees at the man's home, leaving for the hotel about 6:30. If your friend wants you for dinner, he will distinctly mention the fact, and it is then a case of a Tuxedo and an 8 P.M. appearance.

WOMEN WORKERS.

In all islands there are splendid roads of coral or volcanic rock, mostly made by the slave labor of generations ago, and kept up by the women workers. It is a common sight along the highway to see a native woman, scantily clad, a-straddle a pile of stones, swinging a hammer and smoking a pipe of native tobacco. She earns about a shilling a day.

When she feels hungry it is easy to make a fire and roast some bread-fruit, which is then rubbed on about a penny's worth of salt fish she has bought at the Chinaman's shop in the early morning. The lady looks satisfied and happy, and is probably just as much so as the blonde along Broadway or the baby doll at Rector's.

As a rule, the man of the peasantry class is a drone, and he makes the female member of

his family shift for herself, and often for him as well. As a result of this lack of desire to work on the part of the native, the large employers of labor, such as sugar estate owners, many years ago imported indentured coolies from India, and now there are probably a quarter of a million of these interesting people in the various colonies, principally Demerara, Trinidad, and Jamaica.

The labor question brought over the Chinese also, but John no longer is a laborer but a prosperous storekeeper. There are many wealthy Chinamen throughout the islands, and they are considered good and desirable citizens.

In fact, I doubt if there is a more cosmopolitan place in the wide world than the average West Indian port. Descendants of Dutch, French, Spanish and Portuguese ancestors are very common, and the population is also tintured with a sprinkling of South Americans.

Without question one who goes on an extended trip among the many islands undergoes real hardships, physical and mental. The intense heat, the absence from friends, newspapers, and recreations are severely felt.

But, on the other hand, there are compensations. One is seemingly in another world, distinctly different from the commercialized, cold-blooded, and money-mad North. On every island there are many sights of historic interest antedating by a century or more anything in this country, and your customer-host takes great pleasure in showing you around. The islands that produced Alexander Hamilton, Empress Josephine, Dumas the elder, where Nelson married the Nevis widow, and where for centuries the European nations were battling for supremacy on land and water, will always be interesting to a browser among things historical, and there are relics innumerable as milestones of the past.

ON THE SUBJECT OF TURNOVER.

TO THE EDITORS:

I was glad to see your editorial in the September BULLETIN on the subject of stock turnovers. I had seen the argument that all one had to do to make more money was to turn over his stock about two or three times as fast as ordinary and thereby increase the profits many hundred per cent.

I received a very nice little booklet a year or so ago from a certain patent medicine concern, in which was set forth the argument that there was a much greater profit to the dealer selling Blank's Pills, which cost the dealer \$4.50 a dozen, than there was to sell a slow-mover which cost the dealer less.

The argument sounded plausible, but I knew that there was "a nigger in the fence" somewhere, because I either had to have more volume of business or less expense or I would have no profit at the end of the year. In fact, if my entire stock consisted of Blank's Pills and my sales remained the same as they were, I knew exactly that my gross profits would be only 25 per cent.

Then again the argument in the little booklet named above assumed that I bought the fast sellers and the slow sellers in the same proportion.

If I am selling 1 dozen Blank's Pills each month and also 1/12 dozen of some other pill, do I buy a dozen of each kind in the beginning and turn over one kind once a month and the other once a year?

Well, hardly.

I buy as nearly as possible in the proportion in which the two articles are selling, and in that way keep down the amount of investment.

If I buy right, my proportionate rate of interest on so-called slow-movers is no greater than on the fastest sellers, although this, of course, would not hold true where an article moves so slowly that one has it on the shelf year after year.

Your article has cleared the matter up to my entire satisfaction, and I am glad to see such points made plain.

VAN I. WITT.

GRAND HAVEN, MICH.

Three Papers on Salesmanship.

A number of months ago we solicited articles on this broad subject. The first group of papers appeared in our July issue; this is the second group selected from the same mass of material. We let each author speak for himself; his views are distinctly his own and as such should be extended the courtesy of consideration.

AS I VIEW IT.

By J. E. WEIS, DETROIT, MICH.

Salesmanship—what is it?

I wish I knew!

Does anybody know? If there is a man on earth who does, he is keeping awful still about it.

I have listened to two sales-masters, so-called. They were fine speakers, both, and one of them has the happy faculty of turning out nice, smooth phrases which will ring like new coins, fresh from the mint. You've heard of him.

It cost car-fare to hear these speakers—twenty cents that I never got back.

I took in a whole course of lectures on salesmanship one winter, at an expense of \$25. Three or four of those who read papers—that's what the course consisted of, for the most part—were captains of finance. They were really big men; heads of corporations. They told how they did business, with heavy emphasis on the upright pronoun. When they let up on this they sank to the level of merest commonplaces.

Most of the other speakers were efficiency experts, college professors, and writers of the hack variety.

I lost \$25.

But, you argue, the *principles* of salesmanship are the same, whether they are enumerated by a corporation head, a college head, or a fat-head.

WHAT ARE THEY?

What *are* the principles of salesmanship—answer me that! For if we could arrive at an understanding of the principles, the remainder would fall out of its own weight. But did you ever hear anybody make a statement of the fundamentals of salesmanship?

Not if you have depended on the hack writers. There are books, too, in which the subject is taken up at what is supposed to be the beginning, but these books are not popular numbers at a circulating library. I have read three of them, and came out of the ordeal

much nearer the nut school than I was when I braced myself and began the perusal.

But if there is such a thing as salesmanship—and there surely must be—we ought to be able to get down to bedrock merely by the exercise of what brains the good Lord gave us. Let us see.

First of all there must be something to sell. Then there must be the possessor who desires to sell. And then along comes—

What?

The buyer? No, not yet; he isn't the buyer until he has bought.

Let us call him the "possible buyer." It may be that he has his mind all made up, and it may be that he has never thought of such a thing.

If he has come to get the article, calls for it, pays for it and goes away, no salesmanship has been brought into play. A slot-machine could have done what the man who waited on him did.

But suppose the man hasn't his mind made up—ah, there is where we approach deep water!

AN ENCYCLOPEDIA.

It may be that he doesn't know exactly what the article is and seeks information. The possessor must then become an encyclopedia.

It may be that he has two or more articles of a similar character in mind and is see-sawing in uncertainty. The possessor must detail the good points of his article and must also learn the state of mind of the prospect, or possible buyer.

It may be that the possible buyer wants the article, but knows of a similar article that suits him and that he merely seeks enlightenment on price before he arrives at a choice. Here again the possessor must ascertain the state of the prospect's mind.

Or it may be that the possible purchaser without "malice aforethought" just happens along. His state of mind is neutral, not to say fallow.

A few lines back we said that "the possessor must then become an encyclopedia." There is

another way of expressing this same thought, but it is so hackneyed that we shall avoid it. Concise, definite information, logically expressed—isn't that what an encyclopedia contains?

A man can't be a salesman whose mind is loose and flabby, like a hound's ears. He can't even be a near-salesman. But his deficiency may be made up to a degree if a set speech describing a particular article is put into his mouth. Book agents memorize such songs.

As before stated, after the article is shown, and described if a description is called for, it then becomes necessary to learn in so far as possible what is going on under the prospect's thatch. The possessor now gets shrewd and calculating.

How is he to learn this state of mind? Through conversation.

A salesman, then, must be a clever conversationalist. This doesn't mean that he must outdo Balaam's ass. Some of the best conversationalists that the world has ever known have had the knack of saying very little. Geysers belong in parks and gushers in the oil districts.

DEFT MASTER-STROKES.

And now we come to the real test. The salesman grasps the situation as best he can and bases action on quick judgment. With deft master-strokes he convinces the prospect that his article is the article that he, the prospect, wants.

How does he do this? As I said at the beginning, I wish I knew.

Notice how I have slid around the crucial issue, the point of real importance in this discussion. "With deft master-strokes," etc.: note the words. A mere subterfuge, a writer's trick. Most of 'em do it.

Why have I done it? Because I had to. It is just as impossible to tabulate the "master-strokes" of a salesman as it is to paint a chromo of the wind. There is no set formula, no rule of thumb, no $x + y = q$. Each case is a law unto itself, and all the learned dissertations that I have ever seen teach so little that a man turns from them in disgust.

Most of our literature on this subject that is of real value consists of a multiplicity of commandments what *not* to do. Such advice has its place, but a certain percentage of it is infantile.

Is it any wonder, therefore, that our young

men are confused? There isn't a cub in a single drug store in the United States that doesn't want to become a salesman, for he realizes that it's salesmen who draw down the big money nowadays. He is honestly in earnest. He wants help. He wants to be told how to equip himself. He seeks facts and tangible guidance.

He calls for bread and we give him a stone. We pass out something about service and courtesy and psychology.

But don't worry, young man. Rome wasn't burnt in a minute, and salesmen are made, not born. Don't get discouraged because you can't understand. I'm forty-three years old and have been a druggist half that time—and I don't understand. I've made some wonderful sales, though!

Don't misunderstand me. I do not mean to say that all the salesmanship literature, etc., is valueless. I mean to point out that no man can become a salesman by reading it. I go a step further: I claim that no man can find out what salesmanship is, even, by reading it. The field is as illimitable as heaven's blue dome—and in some of its phases just as remote.

A man can become a salesman by developing himself. Nothing just grows except Topsyies, weeds, and incompetents. Self-improvement is one of the first duties of every human being, and the young man who earnestly strives to augment his intelligence will at the same time be taking long strides in the general direction of becoming a proficient salesman.

LEARNING FROM OTHERS.

BY ALEX. F. PETERSON, MISSOULA, MONT.

Observing the methods of other salesmen and copying or trying to improve on them is really the best school in salesmanship. Whenever I do any shopping I remember every little word or act that particularly pleases, and also anything that is distasteful to me.

I then try to do a little better with my own customers, scrupulously avoiding the things which have seemed objectionable to me.

Sometimes, upon entering a store, I am assailed with "What can I do for you?"

I invariably want to say: "Nothing!" I have found that it is best to greet a customer with a pleasant "Good-day" and let him be the first to mention business.

When a customer has made known his

wants it is far better to take it for granted that he is looking for the best we have, than to ask what price he wants to pay. It tickles a person's vanity to have the salesman offer the best, whether they want it or not. The average person, perhaps, doesn't feel able to buy the best or most costly, but he is delighted nevertheless to think you thought he could.

SHOW THE LARGE SIZE!

Many a dollar sale is lost by asking whether a twenty-five, fifty or dollar article is wanted, instead of taking for granted that the dollar size is the one that the customer came after.

To thoroughly know everything about each item of merchandise handled, and have the ability to impart this knowledge to the customer in an intelligent and interesting way, is absolutely essential. When buying anything I like to be told the relative merits of articles shown me without the necessity of conducting a cross-examination. So, when selling goods, I try to treat a customer just as I wish to be treated when buying.

Letting the customer judge for himself just by seeing the goods and knowing the prices is not sufficient. Something interesting in favor of an article you want to sell can be said about everything you have in the store, from sarsaparilla down to pen points; and nothing should be considered so insignificant that a good line of selling talk is not worth while.

Tact and knowledge of human nature are important factors in the making of salesmen. The successful salesman is so quick to judge a person that as soon as he meets a customer he knows just what to do and say to make the best impression.

ADDRESS CUSTOMERS BY NAME.

Knowing customers so that you can address them by name makes them feel that you value their patronage enough to take the trouble to remember them. We often hear people remark that it is queer they are not known personally in stores where they trade frequently; and as often hear them say how pleased they are to be known in a store where they hardly expect it.

Enthusiasm is another essential in successful salesmanship. Lots of confidence in the goods we have to sell and plenty of enthusiasm in the selling talk cannot possibly fail to attain the end sought.

Much has been said and written about selling

additional items associated in some way with one or more articles already sold. In this connection I have found that merely suggesting something else does not bring results as often as actually showing the article at the same time.

For instance, if a man buys a shaving stick, and a shaving lotion is suggested, he immediately thinks of his bottle of bay rum or witch-hazel at home as being not nearly used up, and decides that he does not need it; but if an attractive bottle of lotion is shown, and its merits briefly explained to him, in many cases a sale is made.

Courtesy, tact, enthusiasm, and a determination to improve on the other fellow's sales methods are all the qualifications necessary for a salesman—and all this can be acquired by any one.

A FEW SUGGESTIONS.

BY ANNA B. SCHLUMBERGER, DENNISON, IOWA.

During my apprenticeship days my cardinal rule was: "Never allow a customer to walk out of the store without selling him something."

That was a good rule, but I outgrew it. To-day my motto reads: "Always sell a customer something more than he intended to buy when he entered the store."

The latter is a much better code of ethics, because it not only embraces the first, but broadens it, and opens up a field of vast possibilities. Enthusiasm, alertness, courtesy, dignity, and tact—it brings all these into play.

I often call my customers' attention to the latest articles in sundries, etc., and I find that they appreciate this, just as much as they appreciate being shown the latest arrivals in dress goods or haberdashery in stores where such things are kept.

When a customer asks for a small package of cotton, I try to sell a ten-cent package, not a five-cent one. With every tooth-brush sale I suggest tooth-paste; with every hair-tonic sale, a hair-brush or comb; and so on and vice versa.

When you sell a hot-water bottle, direct the customer's notice to those knit covers which are so sanitary and really necessary in the sick-room. Call the housewife's attention to your superior household ammonia, or to some of that fine triple extract of vanilla.

In an agricultural community it pays to call the farmer's attention to formaldehyde, condi-

tion powders, spraying mixtures, dip, etc. One must be well posted, however, and able to talk intelligently on these subjects. It will not do to put on that wise, know-it-all air, for the modern farmer is very apt to be informed along these lines.

He gives you credit for knowing about drugs and chemicals; extend that same courtesy to him in regard to seed-corn, stock, etc.

Push first-aid goods. Do not let your patrons go to the department store to buy cheese-cloth, for instance, for the sick-room when you

have five-yard packages of plain sterile gauze on your shelves. Consider the resources of the modern pharmacy, and then think what a vast field lies before one!

Of course there is a limit to everything. Good judgment must always be exercised. One must not overload the customer, so that the next time he needs something in the drug line he will feel that he cannot afford to come back. True salesmanship recognizes that a satisfied customer is the best foundation upon which to build future sales, and acts accordingly.

SELLING GOGGLES IN THE RETAIL DRUG STORE*

By N. C. RIDER

By goggles is meant any glass or spectacle used to protect the eyes.

It is a good plan to have a small mirror on the counter where your goggle stock is displayed so that your customer may see himself as others see him. A skilful salesman will not attempt to sell a pair of goggles with large lenses to a customer of small physique. He should strive to suit the style to the face, for certain styles are better adapted than others to particular types of faces. It is not an intentional pun to say that a sense of fitness should be observed.

Aim to add service to your sales and hence develop the appreciation of quality on the part of your customers—and then they will come back. Little attentions, such as care to the proper fit and adjustment, are appreciated and take but little time. It is a very small matter to dip shell ear bows in hot water and bend them until the goggle is held snugly and comfortably against the face. A little twist to a cable temple will often make the necessary difference in adjustment.

There are special types for various kinds of work. It is hardly possible to suit any one design to all requirements. Perfect adaptation should be the aim, and frequently the loss of an eye or total blindness is the result of the use of an improper goggle.

SPECIAL CUSTOMERS.

Some of the fields of labor covered by industrial glasses are iron and steel workers, including chippers, furnacemen, welders, rolling mill operators, molders, grinders, cupola men, machinists, and chemists. Miners, railroad men and others are also taken care of. One large manufacturer of office equipment uses goggles in the packing department to protect the workmen's eyes from flying nails and splinters.

As in the case of regular glare glasses, the lenses are of vital importance. For use as a protection from glare due to artificial light, before furnaces, over welding arcs, etc., cool shades are necessary. Colors excluding red and violet rays are sought and there are several excellent standard shades obtainable. A dark green smoke, known as an industrial smoke, reducing the glare and cutting out the heat rays, at the same time enabling the wearer to see distinctly, is much in demand among the largest industrial plants.

A bifocal goggle, or one with two color lenses, one-half clear and the other half colored, one or two shades of the same color, is used to some extent. These are of value for welding and furnace work, but their use is largely a matter of preference.

Goggles held in place by head bands, while popular, seem to be less generally used than those with flexible cable temples.

*Extracts from a paper read before the Pennsylvania Pharmaceutical Association.

A DIFFICULTY.

One of the main difficulties encountered in catering to the industrial trade is the lack of general standardization of styles and colors. Practically every plant has its safety engineer, each of whom has his own pet ideas and theories, and many valuable ones, which must be thrashed out before you can convince him that there is a style ready-made to meet the difficulties he is trying to overcome in a different manner. Do not infer from this that we depreciate the value of the safety engineer. He is quite as essential as the production engineer or the efficiency man.

The lenses of safety glasses used as a protection from heavy chips and large particles, vary in thickness from 2.6 mm. to about 3.8 mm. They should be clear white, free from imperfections, and especially treated to resist sharp blows and to prevent shattering, as far as possible.

There is much talk about special glass that will stand theoretical tests, which, in a way, are useful; but any glass will break when hit with sufficient force. The important feature is, what becomes of the pieces after they are broken?

The most effective goggles of this type are so constructed as to hold the broken glass firmly in the frame. A narrow strip of metal, extending over the surface of the lens nearest the eye, makes it difficult to force pieces back and tends to throw the splinters forward, away from the eye.

THE QUESTION OF PROFIT.

To the dealer, the most interesting phase of any subject is, of course, the profit. That depends entirely upon the line you handle and how you handle it. If you have the right goods, each pair of goggles should be sold at an approximate advance of 100 per cent over the dealer's cost. Of course while the Stevens-Ashurst bill is being thrashed out the manufacturer can only suggest to the dealer what his selling price should be.

In selling goggles, as in selling any line of merchandise, you will not move your stock unless you make some effort to do so. Goods hidden away, or placed in some inaccessible corner, will collect dust and lose interest on your investment. One of the most successful drug stores in Reading, Pennsylvania, has devoted an entire window to the display of

goggles upon several occasions with excellent results, and it maintains a permanent display in a large show-case near the soda fountain.

In dressing a counter or window, goggles should always be displayed with their containers. The case belongs to the goggle just as much as the metal box does to the shaving stick.

It is a good plan to mark your prices plainly, although we know that some dealers still regard this practice with disfavor. We are pleased to note, however, that this prejudice is rapidly disappearing.

SEASONABLE AT ALL TIMES.

The high winds blow dust about and dry up the secretions of the eye. The cold winter winds are far less uncomfortable and snow glare much less disagreeable, if the eyes are protected. Of course there are certain times of the year when the sales of goggles are greater than at others, but it is not true that they can be sold only at certain seasons of the year.

Circulars can be prepared and orders solicited from the members of local country clubs, gun clubs, automobile clubs, etc. Just now, the National Guard are buying goggles freely.

It has been found by careful study that goggles are not being distributed adequately by garages, automobile dealers and the like, hence the advantage to the druggist of developing this line while the demand is still liquid. We believe that the retail druggist is one of the logical distributors of goggles. He is becoming more and more the outlet for lines that other merchants do not have the ability, the foresight, or the means to handle. The motorist in doubt always asks to be directed to the best drug store.

The dealer's stock can meet every practical need if he limits it to not more than twelve styles. There is no reason why \$15.00 or \$25.00 thoughtfully spent should not enable the dealer to install a goggle department that, if properly run, should yield approximately 100 per cent on an investment, frequently turned over.

The most satisfactory range of retail prices is from 25 cents to \$1.50 a pair. Styles sold at less than 25 cents are generally worth about what they cost, while at a higher retail price than \$1.50 the consumer does not always get good value.

HOLDING OUT AGAINST THE CHAIN*

By ROLLA A. DAKE,
Mayville, Wisconsin

The chain stores can buy goods somewhat cheaper than can the independent merchant, but after adding their cost of doing business they cannot sell them any cheaper, with the exception of some novelties.

If they do buy an article for five cents that costs you seven cents, they have no odd scale of prices as a rule, and will sell that article for 10 cents the same as you.

The ultimate consumer buys it just as cheap from you as from the chain, so where has its cheaper buying injured you?

In fact the chain competition is a good tonic for a merchant, as it causes him to wake up and learn the modern methods of retailing and the advantage of handling goods for which the advertiser has created a demand.

It makes his store a better place to trade and boosts the town in general. It forces him to get acquainted with his stock and his customers' wants, leads him to read the trade papers and books. He learns to know merchandise and marketing methods and becomes wide-awake, a better business man and a better citizen.

Buying right is not all, though, as after the goods are bought they must be moved, and this the chain store is an adept at, as we all are aware. Their method, however, lies before every merchant, and that is—proper display. Walk into a chain store and then walk into the store of the merchant in the same city who says it is getting his trade. What do you find as the answer? Almost without fail, display.

NOT MUSSED OR JUNKY.

In the chain stores you find the counters filled but not junky, you see price cards on every tray, you find no trays half empty or filled with shop-worn, mused or soiled goods.

You find all articles of a kind in trays or sections by themselves, and all goods of a general nature together on a counter, such as needles, safety-pins, thimbles, thread and the like. In the jewelry department you find all

cards scrupulously clean and not a tarnished article displayed. Among the toilet goods every bottle or jar that is supposed to have a label has one attached.

At the hardware counter you find no rusty goods. In the crockery department there is no chipped or cracked china. No soiled or short lengths of ribbons, lace, or embroidery. Everything is neat and attractive; and it pays, as the syndicate's receipts show.

You often hear people say that every time they go to a chain store they always buy articles that they had no intention of buying, but that they looked so attractive they could not resist. This is one of the secrets of success—display.

The saying that "cleanliness is next to godliness" is nowhere more exemplified than in the chain store. The clerks are always neat and affable. The girls behind the candy counter are healthy looking and of good appearance. The store's one idea is to make a good impression upon the customer.

THE OTHER WAY.

Now step into the store of the wailing independent merchant and check up these points. The counters are not filled or arranged neatly; the goods are piled up in all positions, articles are hanging from the ceiling every square foot and obstructing a clear view of the store. You find shop-worn goods, and dust in abundance and slow-selling articles of inferior grade that show the stain of time.

You ask this merchant why he does not rearrange his displays and handle advertised and quality goods; he says "What's the use of fancy display? If they want the goods they will buy them anyway, and as to advertised goods, if I buy them I pay for the advertising."

He is not a modern merchant; he is a fossil. He has no price tickets on half his goods, as he says customers can ask the price if interested, and besides, they get into wrong trays and mix everything up.

Right here I want to say that if there is any one thing that helps more than any other to move goods it is price tickets. Price tickets

*This paper is extracted from an article which appeared in *Printers' Ink* under the title "The Chain Store a Tonic with the Advertiser's Help."

sell goods and sell them faster than any clerk. Goods placed in the windows or on the shelves and counters without price tickets will not move half as fast as with them. This I know. The price on an article tells the shopper the amount asked, and she can thus do the major part of her shopping without help from the clerk, and tickets placed on articles that are good merchandise will sell those articles twice as fast and in much greater quantities than otherwise, as the price if right is always a great selling point.

BROTHERS OF THE OLD SCHOOL.

Price tickets often make sales that would not otherwise be made. These two factors of price tickets and display are important factors in fighting the chain store with its own methods.

In an independent store the shelving is also often found reaching nearly to the ceiling, and filled with goods beyond the range of vision. If there is dead stock in that store, and it is not under the counters, then the place to look for it is on the top shelves, and there it will be found.

I read once of a department store that was sold after having been conducted by two brothers of the old school for many years, and when inventory was taken bolts of cloth were found back on the top shelves that fell to pieces while being measured, they were so old and rotten.

If there is anything that keeps down the turnover it is poor buying and high shelves. Regardless of the line, goods displayed beyond the range of vision are slow sellers.

Every line of goods is taking up so much room, and overhead should be charged against each line, and those not paying will soon be found and can be cleaned out. The four factors that I sincerely believe are the fundamentals of success in any line are right buying, proper display, real advertising, and an accounting system that accounts.

MODERN METHODS.

Many stores are all right on the first two, but fall down on the last two. I will take up the accounting first and leave advertising to the last, though I by no means consider advertising the least. *Indeed I fully believe that no store with the right kind of advertising and sales promotion behind it has yet dipped its colors to the chain.*

To get back to accounts: I wonder how

many of the average merchants who have gone down in the battle ever kept an accurate stock record and merchandise checking list. In other words, a record of the amount and kind of goods on hand at the day's close, and a list of all staples that are necessary to have on hand.

This method is used by all chains and most successful independents, so that staples are never out of stock and the customer forced to look elsewhere. The surest way of losing trade is to have to say, "We are just out, will have it in later." The customer is forced to go elsewhere to get the article, and often finds the other store a better place to trade.

Ask the average merchant what rent and overhead his window costs him. Does he know whether the goods are displayed with adequate fixtures in such a way that the advertising value of that window is equal to the overhead taxed against it? Does he know whether each clerk is paying him or not? They can make or lose trade—which are they doing?

Any merchant can buy just as good candy as the syndicates and sell it just as cheap. Ask him if his candy department is paying, and if not, why? Is it shrinkage or overweight? What percentage of stock is understock, that is, goods under the counters and in the stock-room? Ask these things of a successful merchant or chain manager and he can tell you. Can the merchant who is hanging by the eyelids and crying "chain-store menace?"

ADVERTISING THAT FAILS.

The Waterloo of the average merchant is advertising. To him it is the same as flipping a coin—"heads he wins, tails he loses."

Spasmodically he throws his hat into the advertising arena and drops a few dollars in the well of poor copy and backs out again. He will buy a few inches of space from the local paper, scribble a few lines for the advertisement at dinner between the soup and nuts, and when this poor brainstorm of a puny advertisement pulls no returns he crawls into his shell with the answer that advertising does not pay.

Again he will be persuaded by some smooth talker to donate for his name and address on a laundry card or on the guest rules to place in the local hotel, and he calls that advertising. He would call it insanity upon your part if you told him to step up to the people on the street and yell, "I am John Jones the World's Greatest Clothier," yet that is what he does through-

the medium of print with a 60-point name and address in a three-inch space.

Other merchants again are glad to accept and use all the dealer helps they can get, and try earnestly to write advertising copy that is worth printing, yet they don't get the returns they should. Why? Because they are ignorant of the fundamentals of appeal.

Here is where the manufacturer could show that he wants to help the dealer. Let him furnish suitable helps that will not only sell his goods alone, but that will boost the entire store and create an atmosphere that will encourage buying and customer good-will.

A successful store can sell more of a manufacturer's goods than one which is not so successful. This is a strong reason why so many dealer helps are not met with the favor their creators think they should be. They only try to force the one certain line of goods upon the dealer's customer and in no way help to boost the rest of the store.

If advertisement copy is sent the dealer it is often but a laudation of the particular article the manufacturer sells. It does not promote the sale of anything else or list any of the other many things a dealer carries. The dealer looks upon such helps as not worth the space rates charged for insertion in the local paper; thus nothing comes of this class of helps.

It is not necessary to put the manufacturer's goods in the background. I by no means advocate that. But the advertiser should see that his helps boost in a general way the other lines the dealer carries by bringing the personality of the store and its owner more to the front. The manufacturers that are doing this are meeting with the dealers' coöperation and not their opposition.

HELP THE MANUFACTURER CAN GIVE.

The manufacturer who desires to gain a hold on the trade that the dealer controls should help him in his effort to become a better merchant and in his fight for success. The manufacturer who looks upon the marketing of goods to the retailer as something more than just shipping orders as received and then straightway forgetting the dealer's existence—the manufacturer who does this will be the one that gets the dealer's preference and coöperation.

If some advertiser would issue a booklet explaining the fundamentals of advertising and store service, defining appeal and response and explaining the rule of effective typographical

display—this would help the dealer to advertise effectively and incidentally sell more of the manufacturer's goods.

A booklet upon effective store systems and how to install them would be received with joy by all merchants, and besides making their credit more secure, would make friends and boosters of these dealers that would many times pay for the time and expense involved.

The retail merchant is human and he reacts toward the advertiser who tries to help him in the same way.

COÖPERATION IS ESSENTIAL.

This fact holds true also where the manufacturer tries by national advertising and strong-talking salesmen to force an article down a dealer's throat without regard to his likes or dislikes, instead of trying to get that dealer's coöperation.

The dealer then pushes substitutes for all he is worth, and the advertiser is not getting the distribution he might have had, had he looked upon the dealer as human like himself.

I know from experience. The point I desire to make is this: The modern merchant who operates his store on scientific lines, combined with true courtesy and service, has no fear of chain-store competition.

He can sell just as cheap in the majority of cases. He can have just as good fixtures and displays. He can learn merchandise and his trade's wants and operate just as cheaply as the chain store. He, further, has the human side to enlarge upon and can create good-will to a much greater extent than can the chain store.

He is also owner and boss of his establishment and can make quick decisions and changes when necessary, which the chain cannot do, as the manager is, in most cases, under the absolute control of headquarters often a thousand miles away.

Now, how can the average merchant, who is daily being forced to quit the business—solvent or otherwise—how can he be helped and trained in the methods of merchandising that are making the chain store his superior?

It is up to the manufacturer, he who depends upon the merchant to sell his goods; he must help him to adapt himself to the new conditions of business. By dealer-helps and instructive advertising the average merchant in business to-day can be developed into a merchandising expert who will boost the sale of all advertised quality goods. He will live in terror of no chain-store menace.

SHOULD A DRUGGIST LIVE AT HIS PLACE OF BUSINESS?

Monthly Department of
PRIZE QUESTIONS AND ANSWERS

PRIZE ARTICLE: EXPERIENCE PROVES THE CONTRARY.

BY JOHN MCCOMAS.

Seven years of living over my own store has convinced me that it is far better in every way for a druggist to live quite a distance from his place of business.

The one and only point in favor of a druggist living at his place of business is that he is always on the job, day or night; and the very



John McComas.

fact that he is *always* on the job condemns the arrangement, making it a poor plan to follow.

By confining himself to one roof the druggist ties himself to a humdrum existence which narrows his view-point and acts as a drag on the expansion of his business. By not getting out among his fellow men and mingling with them he acquires the reputation of being a poor mixer; and when the people think a man is trying to avoid them, socially or otherwise, they are going anywhere but to his store with their trade.

TOO CLOSE ASSOCIATION NARROWING.

It is true, of course, that such a man *could* go out and mix with his fellows. But he won't. He becomes too much wrapped up in his

affairs through his continued association with them.

The one-roof man is narrowed not only mentally, but physically as well. He doesn't get the outdoor exercise, the fresh air and the diversions that are essential to develop a sound body. The confinement and lack of exercise resulting from such a method of living unfit a man both mentally and physically to grapple with details and bring about business success.

Another objection to a man living at his place of business is that a man cannot avoid mixing up household affairs with store matters—a bad combination always, for he will neglect either one or the other; and sooner or later the neglected one will cause a smashup.

There is an occasional merchant who advocates the combination residence and store on the ground that his wife will be able to act as a clerk and thus help cut down expenses. Such a policy is a poor one, however, for a wife's time should be devoted to making a home, and not taking the place of a ten-dollar clerk.

THE WIFE'S PLACE.

I do not mean, though, that a wife should be kept in ignorance of her husband's business affairs; on the contrary, she should always know exactly where he stands. For her opinion and advice are sometimes invaluable assets.

Some druggists consider that it cuts rentals in half to have their dwelling and store all in one building. Such a procedure is poor economy, for the reason that the money saved in rental will be lost many times over through circumstances arising from such a combination of home and business. In my opinion the druggist who can't make enough out of his business to pay house rent had better seek a more lucrative calling.

Still another bad feature of living at one's place of business is that the druggist is likely to be called out at all hours of the night, often unnecessarily, just because he is close to the store. Such happenings break up the much-needed rest of the druggist and increase his already too-long working hours.

All that a druggist makes by such night calls will not pay the premium on his life insurance policy—which policy the wife will have to collect if too many of the calls are answered.

HEALTH THE FIRST CONSIDERATION.

BY HARRY BRACONIER.

The druggist who, when his day's work is finished, simply turns out his store lights and then turns around to tumble into bed, may have more time to sleep—both here and hereafter—than his brother pharmacist who, after his closing hour, expands his chest and takes in wholesome breaths of the evening air on his way home. But he will not live so many years, nor enjoy life so much as will the right-living one.

There is of course the possibility of living so far from one's work that the task of walking home after standing behind the counter all day becomes an irksome one. The chances for better health, however, all favor the man who has to take a fairly long promenade before reaching his sleeping place.

One-half to one mile distant from the store strikes me as about the proper location for a druggist's home. Living at such a distance, he has a chance to become thoroughly awakened and cheerful in spirit before arriving at the store, whereas the fellow living in the same block will hardly be able to get the sleep out of his eyes before commencing work.

WHAT A WALK WILL DO.

At dinner-time his walk is usually an appetizer to the druggist who lives at a distance from his store, and the return trip helps to digest his meal.

At night, after closing, a brisk walk will displace the drugged air in his lungs with the pure ether of the out-of-doors atmosphere.

In case he should be awakened at night, the pharmacist who has to walk a little distance will be more fully alert to his task than the man who jumps out of bed suddenly to face a customer will be. Then, too, the former will enjoy his sleep all the more after completing his nocturnal stroll.

The druggist living above his store seems to me to run the danger of being supersaturated with his business and becoming a "dull Jack." He is liable to sink into a rut, and to think, sleep and talk nothing but business.

The one whose residence is apart from his store, however, can shake off cares more easily.

He has more of a chance to ride some hobby or other and to rid his clothes of the iodoform odor. He can hoe his garden or tinker with his automobile without being subjected to the petty interruptions liable to the man within easy summoning-distance of his shop. He can enjoy his book or his paper with a more restful feeling than he could if the store were only a stone's throw away.

My advice to the druggist who is undecided as to where to take up his residence is this: "Live a reasonable distance from your store so that you may be enabled three or four times a day to stretch your limbs and to enjoy some of nature's own air. Both you and the store will profit."

RESPIRE FROM STORE ASSOCIATION IS ABSOLUTELY ESSENTIAL.

BY JOHN J. BOBERG.

If any man needs an occasional respite from his duties, it is the druggist. The long hours he is on duty and the highly specialized character of his work tend to make him narrow, and taken together they constitute valid reasons why he should seek as many broadening influences in life as possible.

If he chooses the drug store for his home the probabilities are that he will follow the lines of least resistance; the attractions of his business will draw him on, absorbing all his interests, until gradually he shuts himself from the outer world completely.

Because he is so close to his business, his thoughts cannot be removed from it altogether. He cannot find time to rest his mind with thoughts of home life and outside activities. Without realizing it he becomes self-centered, and from lack of variety he misses much of the joy of living.

Most of us are acquainted with the man who boasts that he has been working, sleeping, and living in the same building for the greater part of his life; but we do not envy him.

Some druggists may choose the other extreme and live at such a great distance that they are forced to depend upon the train or upon street-car service. They are choosing the lesser of two evils; but in addition to the annoying delays and the time wasted by this arrangement, they, too, are losing the benefit of a daily walk to and from work.

The druggist who lives at a ten- or fifteen-minutes' walk from his place of business

strikes the happy medium. He is in a position to get some real enjoyment out of life. His business and his leisure hours are separated. He is not tied down like the man who lives at his place of business, but he can go home and get away from the atmosphere of drugs, forgetting his cares entirely for a few hours.

NOT IF A PARTNER LIVES AT A DISTANCE.

BY ALFRED S. DONHAM.

For ten years I have had as a partner in the drug business a man who lives over two miles distant from the store. My residence is within a stone's throw.

As things now stand I am the first one on duty in the morning. That is as it should be, of course. I am near the store, and, as my partner points out, it would be foolish for him to get around first when I am so handy by.

He usually strides in about 9.30, full of life and vigor from his brisk walk in the morning air. So imbued is he with what our messenger boy calls "pep" that he starts in on two or three pieces of work at once. Along about eleven o'clock I cut over home and get lunch, and then come right back so that my partner may have time to walk home for lunch which his wife insists shall be served promptly at 12.30.

Very often he hasn't had time to complete the jobs he started, and, as many of them require immediate attention, it is up to me to finish them after my 30 minutes for lunch.

In the afternoon it is usually 2.30 before he shows up again. He knows nearly everybody in town, and, as he has pointed out to me many times, it is good policy for him to stop and chat with the customers, actual or possible, that he meets on the way.

HOW THE PLAN WORKS.

Evening work we divide. I run the store

one night and my partner plans to look after it the next. The scheme works splendidly on my nights at the store. I return from supper at 5.15, allowing "George" ample time to reach home for his wife's six o'clock dinner.

On his nights at the store I, of course, don't need to leave at any definite hour, for my home is easily accessible. I can run across the street any time and tell my wife to hold supper until the hour of seven o'clock or whenever it is that my partner can get back.

It sometimes happens, however, that on my partner's night to work he calls up to inform me that his lawn—it's one he takes much pride in—is sadly in need of watering, and would I mind waiting until about eight o'clock for his return? I can have my wife bring me a little something to eat without much trouble, so it is only fair that I tell him not to bother coming back at all. We close at 9.30 anyway, and it seems too bad to bring him a distance of more than two miles for only an hour or so of work.

STORMY DAYS.

On rainy or snowy nights, too, he quite often stays at home, for he is situated at some distance from a car-line and it is almost senseless to force him out in the storm when I can run across without having even to raise an umbrella.

I sometimes wish, however, that he would move a little closer to the store. I seem to do more than half the work and only get an equal division of the profits.

I don't know as I should kick, though, for "George" is a great business getter. He has many intimate friends who come in to trade with him personally, and they quite often make liberal purchases. The only trouble is that he is not around to greet them, and consequently they put off buying until they can deal with him personally, and somehow or other future

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. What is the best method of getting into the good graces of a new physician just come to town? *Submitted by Wm. McKay, New York City, N. Y.*

2. How do you go after desirable credit business? *Submitted by Lester A. Braydon, St. Louis, Mo.*

For the best answer to either of these questions we shall award a prize of \$5.00. Other answers, if printed, will be paid for at regular space rates. Every answer should be at least 500 words long and in our hands by December 10.

business of that sort hasn't yielded many returns as yet.

But taken as a whole I am beginning to get (will the BULLETIN permit such language?) d——d sick of it all. I am going to ask my partner to exchange residences with me.

I might add in conclusion that this article appears under an assumed name.

CONSTANT ATTENDANCE NEEDLESS.

BY ARTHUR GEORGE.

Much is expected from the druggist of to-day, and to perform his duties as they should be performed he must be prepared properly. He cannot work all day and then be up half the night waiting on so-called "emergency" customers.

The druggist who sticks to his store all day and then, when closing time comes, tumbles into bed only to be called out several times during the night to sell Seidlitz powders and castor oil is not prepared to do good work the following day. His rest has been disturbed to such an extent that top-notch efficiency is out of the question.

Why should a druggist be called out of bed to fix up a glutton who starts to turn in at 2

A.M. and desires to be straightened out for the following day?

Some druggists, on reading this, will disagree with me. They will say that emergency calls are really necessary, and point out from their many years of experience certain night calls that seemed to be really imperative.

Let us consider one of these seemingly necessary calls—that of a physician who wishes to purchase a tube for evacuating a stomach. The tube is necessary to save a life, perhaps, but what excuse can be offered by a physician who does not have a "red snake" available, either in his medicine bag or at a hospital?

I have discontinued night service at my store, and since doing so I have not noticed any marked increase in the death-rate.

Health is more essential than business. If business is good and the druggist's health is poor, how is he going to attend to the business? The man who permits business to interfere with his health makes a poor impression on the community. People lose confidence in his ability, for they get to believe that a druggist's health and his drugs are of the same quality—both bad.

My doctrine is to live away from my store, and by so doing get proper out-of-door exercise and sufficient rest at night.

A DRUG-STORE PET.

To the Editors:

I am sending you a photo of a genuine Colorado badger and of myself. This badger was caught when about four days old and brought to my store before his eyes were open. We rigged up a nipple and bottle, and we nursed it for three weeks; then we fed him milk and scrambled eggs, and he has become the pet of the town. He is as tame as any dog and plays like a kitten. I let him run in the store, and he has learned to open show-cases and drawers and make himself generally useful. He catches rats and mice, and I feel that he more than pays for his keep by beating Azoa out of a job.

If at any time you have space and care to run this picture, you are at perfect liberty to do so.

W. B. ILIFF.

Haxtun, Colo.



CHEMICAL DISINFECTION

By H. C. HAMILTON, M.S.

Why is it that the fly, the mosquito, the bedbug, and the body louse are under the ban as known or possible carriers of infection?

What is meant by disinfection?

Why is disinfection necessary?

How many kinds of disinfection are there?

What determines the method to be followed in a particular case?

These and other similar questions are suggested by the fact that cases of infectious disease are apparently increasing, and that we are advised to boil the water, drain the marshes, and disinfect.

In some cases a chemical is recommended, and in others heat, light, or other physical agents are applied; while in still other cases the use of a vaccine or serum is considered of first importance and the others secondary.

The more dense the population, the more care is necessary to prevent the spread of disease. The more filth present, the more rapidly do insects multiply to aid in the spread of disease. While no disease is directly due to filth, filthy conditions are conducive to many diseases. Because we do not actually see the conditions it is only with difficulty that we can be brought to realize the danger.

THE NECESSITY IS APPARENT.

We are ordinarily on guard only when we see, or actually know of, the source of infection. The fly that walks over our dinner plates may have come directly from exposed excreta of a case of enteric fever, the dust we inhale on a windy day may be the dried sputum of a diphtheria or tuberculosis patient, but our ordinary sensations are discomfort only. One rarely thinks seriously of the possible danger or of the filth from which they were derived.

The necessity for rigid disinfection of all recognized sources of infection is therefore very apparent. For if the flies have no infectious material to walk over they will carry no infection, and if no feces or sputum is allowed to dry unsterilized and be carried by the winds, the dust will not be very dangerous. This, however, is a glimpse of Utopia which may never materialize, for it is only by the strictest

supervision that the average man will take thought for his neighbor.

Diseases are largely contracted from air, water or food contaminated by diseased persons, or from direct or indirect contact with an infectious disease.

Disinfection is necessary to prevent the spread of the disease from one person who has an infectious disease to others; that is, to kill the organisms before they can be carried to others.

This may be done by burning all excreta or applying such a degree of heat as to destroy the infectious organisms, or it can be in many cases more easily accomplished by means of chemicals. Every precaution should be taken to safeguard the healthy.

The fly carries bacteria on its feet, the mosquito carries the malarial parasite from a patient to a healthy person in sucking blood, and the body louse is the incubator for the typhus organism. The bedbug is merely under suspicion, no proof that any specific disease is carried by it having yet been discovered; but everything, animate or inanimate, which goes from the sick-room is to be regarded as a possible means of spreading disease.

Bacteria are never found unassociated with other organic matter, and this should always be considered as an important factor in the problem of disinfection. The kind of bacterial contamination, too, must not be lost sight of, since the relative resistances of different organisms differ greatly.

CARBOLIC ACID AND CORROSIVE SUBLIMATE.

Two standard disinfectants come to mind at once when the need arises, namely, carbolic acid and corrosive sublimate. These, however, have certain serious disadvantages, such as their toxicity and their property of coagulating tissues.

The danger from poisoning is only through intent or by mistake, and in well regulated homes may be disregarded. But both substances are convenient and efficient for suicidal or murderous purposes and could with profit be replaced by some other disinfecting agent.

There are few instances in which some other substance is not applicable either with equally good or better results.

When carbolic acid is applied in its strongest solution the skin or tissue with which it comes in contact is destroyed, unless the acid is instantly diluted. This coagulated tissue is almost proof against the immediate absorption of liquids, so the surface layer, only, is disinfected.

To a lesser degree the same is true of corrosive sublimate, which, as its name implies, is an active corrosive agent, both to metals and to tissues. It corrodes metals by an interchange which dissolves the steel or nickel and deposits mercury. It corrodes tissues because of its inherent property of combining to form practically insoluble and inert proteid compounds.

The coagulating action of mercuric chloride can, however, be avoided by the use of mercuric iodide, preferably in the form of soap and tablets. The latter salt, when in solution, is about 5 times as strongly germicidal as the chloride, and when associated with appropriate substances is not corrosive to metals and is not a coagulant, its bactericidal action being due entirely to the formation of a combination toxic to the bacteria.

A DESIRABLE FEATURE.

This association with soap enhances rather than detracts from its value, as is the case when mercuric chloride is mixed with soap. In fact, the presence of an alkali, either free, as in the germicidal discs, or one which becomes free through hydrolysis, as in the soap, is one of the desirable features in a disinfectant, since the solution is then similar in character to the plasma.

It is less irritating and more easily penetrates to poison the bacteria.

The expert sanitarian, however, is making use of a variety of disinfectants, each adapted to its particular use. The sterilization of sewage is carried out differently from the disinfection of stools at the bedside. The latter is accomplished by use of chemicals, the other by a biologic process in which non-pathogenic bacteria outgrow and destroy the pathogenic types. The object is disinfection, but the method and the substances used are varied to suit conditions.

Bacteria are never found unassociated with

other organic matter—a fact which should always be considered as an important factor in the problem of disinfection.

Diseases are spread largely by direct or indirect contact with a patient, by insects, and by ingestion with food or drink. The first of these is the method of infection which can best be controlled by chemical disinfectants.

The control of insect pests which spread disease has reached a point where certain diseases have been practically eliminated in certain localities which had become almost uninhabitable. The spectacular results in controlling malarial, typhus and yellow fevers in man, and the Texas fever in cattle, show what possibilities there may be when the mode of infection is known, even though the infecting organism has not been recognized.

The Federal, State or municipal control of conditions surrounding the production and handling of our food and drink supplies, while partly responsible for the high cost of living, is frequently all that stands between us and infinite danger.

GASEOUS DISINFECTION.

Although formaldehyde is naturally a gas, its most familiar commercial form is a 40-per-cent aqueous solution. Its most efficient form as a disinfectant also is in aqueous solution, the dry gas being without material action on bacteria or vermin. This statement seems to be in contradiction to the most common use of formaldehyde, namely, as a fumigant, or gaseous disinfectant. The accuracy of the statement has, however, been established by bacteriologists, and this fact is undoubtedly the reason for many failures in disinfections with this valuable agent.

Experiments carried out by the Pennsylvania Railroad in disinfecting cars proved that if the air carries 70 per cent of the moisture required to saturate it, and if a sufficient quantity of a 40-per-cent solution of formaldehyde is used, thorough disinfection always results, regardless of the temperature.

There are three essentials to the successful disinfection with formaldehyde:

1. Use not less than 1 pint of a 40-per-cent solution to each 1000 cubic feet of space to be disinfected.

2. By a preliminary sprinkling of the floors with water, bring the air of the room or building almost to the saturation point of humidity.

3. Avoid attempts at disinfection on a windy day. It is almost impossible to hold the vapors in the room long enough for efficient action. The vapors must be rapidly set free from the solution.

Failures in disinfection with the consequent discredit into which it has fallen with many sanitarians is largely due to lack of proper attention to those details. It is also partly due to the natural question as to how much re-infection occurs from the objects in the sick-room, or whether all the danger is not either directly or indirectly from the patient alone.

This is still a disputed question, but even those who incline to the belief that infection from objects in the sick-room very rarely can occur are not ready to eliminate all disinfection, but suggest as a substitute a thorough scrubbing with soap and water instead of tumigation with formaldehyde. This is undoubtedly very efficient for the surfaces covered, but can never reach every point, as formaldehyde does.

BY CHEMICAL ACTION.

Formaldehyde gas can best be set free from the solution by chemical action, such as that by permanganate or dichromate. This method destroys a small part of the agent, but brings about rapid evolution of the gas and water vapor—two important conditions.

Lime is an effective disinfecting agent only if it is fresh and unslaked, since its value is in the heat generated when brought into contact with warm water, the germicidal value of the lime water being almost negligible. Copper sulphate has been found an exceedingly satisfactory disinfectant for the renovation of the water of swimming pools, but its low power as a bactericide would indicate that whatever extraordinary value it possesses cannot be discovered by ordinary laboratory test.

The common coal-tar disinfectants are effective in proportion to their phenol coefficient; they owe their germicidal value to the phenols contained. These are compounds closely related to carbolic acid, or phenol proper, which are formed during the process of manufacturing coke or gas from bituminous coal.

By subsequent chemical treatment there is obtainable a series of phenols differing among themselves in chemical and physical characteristics, in toxicity and in bactericidal value.

In many respects these approach the ideal as disinfectants, if one appreciates the fact that an objectionable characteristic in a certain disinfectant becomes, under other conditions, its most desirable feature. For example, entire volatility and solubility are commendable in formaldehyde, but for disinfecting stables, pens and cars, these features are disadvantages from which one would turn away without hesitation.

DISTINGUISHING POINTS.

The phenols of coal tar are not reducing agents, like "copperas," which as readily takes up oxygen from the air as from bacteria.

They are not oxidizing agents, like "chloride of lime," which gives up its oxygen to live or dead matter indiscriminately.

They do not appear to produce chemical compounds with protoplasm, as does mercuric chloride—a combination which for a limited time acts as an inhibiting agent only.

They do not in general precipitate or coagulate the organic matter when they come in contact with it, and so become self-limiting in action.

They are relatively non-toxic to animal life and non-irritating to tissues, when appropriately diluted for use.

These last two features (which may or may not be objectionable in a disinfectant) are reduced to a minimum in certain coal-tar products of this series, but are present in the two most commonly used and best known, namely, phenol proper, or carbolic acid, and cresol, or cresylic acid.

These two are less affected by the inhibiting action of the organic matter which invariably accompanies bacteria and more readily penetrate masses of organic matter which would filter and tend to remove the globules of an emulsified disinfectant.

THE USE OF SOAP.

The less soluble phenols, which are usually associated with some of the neutral oils of coal tar, are rendered easily soluble in or miscible with water by an agent which partly dissolves and partly emulsifies the active agents, namely, soap. Soap, in and of itself, is of very slight germicidal value, but associated with these highly germicidal but insoluble phenols it makes them readily miscible with water, increases their penetrating power and

removes the grease and dirt which would otherwise tend to inhibit the action of the disinfecting agent.

The phenols of coal tar, therefore, offer to the sanitarian a diversity of products with phenol coefficients ranging from 1 to 20, with toxicities from 100 per cent to 10 per cent, some soluble, others in emulsified form, and with nothing left to guesswork as to their efficiency or applicability.

While it is true that the germicidal value is determined by a laboratory test which does not duplicate practical working conditions, the phenol coefficient can with assurance be used as the multiplier to find the dilution comparable to any specified dilution of carbolic acid.

For example, since the latter is commonly used in 5-per-cent solution, or diluted 1 in 20, a disinfectant with coefficient of 2 can be used diluted 1 in 40 with entire assurance that it will be equally efficient. Much of the discredit from which the coal-tar products have suffered can be traced to the fact that many of them have been placed on the market without standardization, and with extravagant claims regarding their efficiency—claims which on careful examination could not be substantiated.

The value of the coal-tar products as disinfectants now rests on a sure foundation. A good one properly used will go far towards safeguarding the health of the family and the community.

OBVIOUS LEAKS THAT ARE OFTEN IGNORED

By HAROLD C. BARR

Probably the greatest uncalled-for leak in a drug store is caused by giving overweight. The proprietor or clerk is liable to acquire the habit of adding just a little more after the scales have been balanced, or not taking overweight out of the pan after it has gone down. The excuse for this carelessness may be that the article does not cost very much; and such a contention may be true, in a way. But it is a sort of continued story when this practice is kept up for a year. A bad and wasteful habit is formed, and sometimes high-priced articles are treated just as carelessly.

It may sound foolish to some to suggest economizing in wrapping paper, but those who have kept track of losses in this matter do not think so.

Many drug stores throw away bottles which have contained fluid extracts, tinctures, etc., probably because they are a little hard to clean or because of the waste of time it would require to clean them. These bottles do very well—just as well as any other, in fact—for such things as wood alcohol, spirit of turpentine, carbolic acid, and so on. A neat little sum may be saved in this manner in a year.

It seems needless, too, to caution the average druggist or clerk in regard to corking the alcohol can or barrel after he has drawn off a gallon or two of this very volatile and rather expensive liquid, but if any one man could

receive for vacation money what is lost in this way every year, his play spell might extend throughout the balance of his natural life.

The proprietor, especially, should be careful in this particular. His example is followed by the clerks.

We are all aware of the fact that much of the secret of success is associated with the continual turning over of the stock, and that it is very necessary to get rid of stickers and dead ones. The stock must be kept clean, not only of dirt and dust, but also of goods which are all too often put in the stock-room and then never seen again until inventory time comes around. And right here let it be said that a successful business man takes an inventory at least once a year.

Some stores waste money by advertising injudiciously. These cases, of course, can only be remedied by going against the game and profiting by adverse experiences. The experiences of others should be eagerly sought for, also.

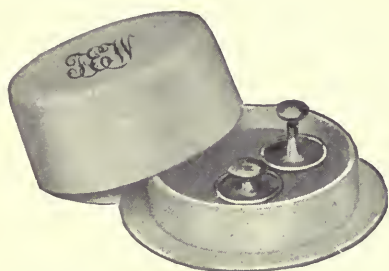
The advertising expense of many drug stores might be lessened if they would use persistently and carefully the booklets and leaflets which nearly all manufacturing firms send out. Much of this material is good and will reach its mark if properly directed.

Drug-store economy may not spell wealth, but it will help some.

Money-makers and Money-savers.

Information as to where any of the articles mentioned in this department may be obtained will be furnished upon application. Address "Department of Money-makers," THE BULLETIN OF PHARMACY, Detroit, Mich.

Women customers who desire to purchase an inexpensive yet attractive and practical Christmas present for men will be interested in this little gift-box containing two indestructible, one-piece collar buttons. The Parisian ivory box has a permanent value to a man as



a trinket-box to carry in his grip, and the buttons, of course, are always acceptable. The buttons are put up in assortments of one dozen boxes to a carton, and are offered at the price of \$4.50 for the assortment. An attractive window card is supplied with each dozen boxes. Seventy-five cents is the retail price.

* * *

Felt pennants imprinted with the town or city name are invariably good sellers, particularly to automobilists and tourists. Pennants similar to the one illustrated, imprinted with

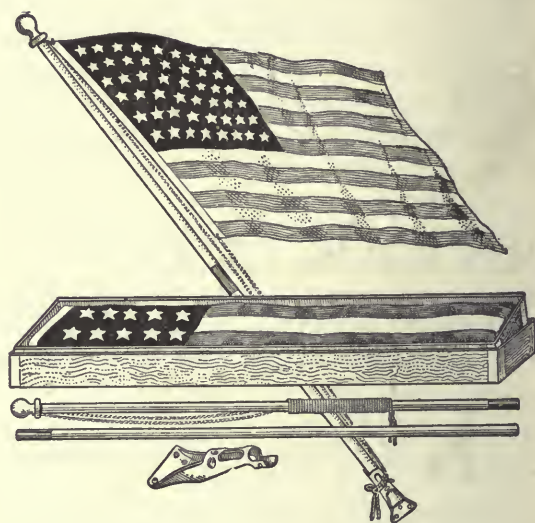


any desired name, may be obtained in a number of different sizes. They retail at 50 cents, 75 cents, and one dollar each, depending upon size. At these prices the dealer is assured a good profit margin.

* * *

With the spirit of "Americanism" rife in the country many heretofore undecorated homes are beginning to display American flags on holidays and other occasions. For such pur-

poses the Old Glory set illustrated herewith is particularly appropriate. The outfit consists of a substantially-made, fast-color American flag, together with a suitable staff and halyards.



The flag may be obtained in two sizes, one measuring 3 by 5 feet and the other 4 by 6 feet. The retail prices for the two sizes vary from \$1.00 to \$1.25 and from \$1.50 to \$2.00.

* * *

To meet the demand for inexpensive yet serviceable and attractive articles suitable for holiday or birthday giving, many druggists are



featuring these hand-made Indian moccasins. Bead trimmed, made by North American Indians, they possess the charm of novelty to old and young; and because of their serviceable,

comfortable, and durable nature they fulfil the requirements of buyers who desire to make modest presents of real worth. Children's, ladies' and men's sizes are obtainable, and the retail prices vary from 50 cents to \$3.00 a pair, depending upon size and degree of ornamentation. The dealer's profit is from 50 to 100 per cent of the cost price.

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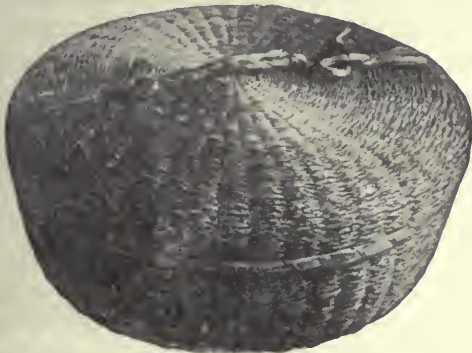
There are a multitude of uses for this watch, which is fitted with a metal holder enabling it to be attached in any convenient place. Auto-ists fasten it to the dashboard of their machines, business men suspend it over their



desks, telephone operators attach it above their switchboards, housewives place it in their kitchens, doctors hang it beside their beds. Because of its manifold uses and low cost—\$1.25—many customers will buy more than one. In lots of one dozen or less the price to druggists is 90 cents each.

* * *

Sweet-grass work-baskets constitute a novelty line that can be made to produce liberal returns with very little effort. They come in



a variety of sizes and shapes and are always in popular demand because of their manifold uses. The delightful sweet-grass fragrance adds greatly to their desirability. Deep round baskets, similar to the one shown in our illustration, range in diameter from 4 to 12 inches.

The retail prices vary from 25 cents to \$2.00—figures that allow the druggist a good profit.

* * *

Here is a novelty for fall and holiday selling that holds good profit possibilities. It is a non-tarnishable picture frame made of nickel-plated steel and fitted with a velveteen



back. The silver-in-appearance frames are guaranteed not to rust or tarnish. A number of the managers of large drug stores report that the article meets with a quick turnover when accorded prominent display.

* * *

Displaying a case of this sort on counter tops or in show windows has proved a source of profit to many druggists. Automobilsts and others whose pleasures or occupations expose them to dust and wind find that goggles



are practically a necessity. "Movie" patrons, too, use the colored glasses to relieve the eye-strain incidental to following closely the scenes portrayed on the screen. The goggles range in price from 25 cents to \$1.50 a pair.

BOARD QUESTIONS ANSWERED

A MINNESOTA EXAMINATION.

PHARMACY.

1. What are Seidlitz powders composed of, how are they put up, and which ingredient is wrapped in the white paper?

Seidlitz powders (compound effervescing powder, U. S. P.) are made by dividing into 12 equal parts an intimate mixture of 31 grammes of dried and finely powdered sodium bicarbonate with 93 grammes of dried and finely powdered potassium and sodium tartrate. Each of the 12 parts is then wrapped in a separate blue paper. The other portion of the Seidlitz powder is made by dividing into 12 equal parts 27 grammes of dried and finely powdered tartaric acid and then wrapping each of the 12 parts in a separate white paper. One set of the two powders (a blue and a white) constitutes a "Seidlitz Powder."

2. (a) If a customer wanted to take a Seidlitz powder, how would you mix it? (b) What happens when the two solutions are mixed.

(a) By dissolving the smaller powder in a fluidounce or more of water and the larger in twice or three times the quantity and then mixing the two solutions. The customer should drink the mixture before it has ceased to effervesce.

(b) A reaction takes place between the tartaric acid and the sodium bicarbonate, by which sodium tartrate is produced, adding somewhat to the laxative property of the draught, and carbon dioxide escapes, causing a brisk effervescence. The acid is in slight excess, and thus causes an agreeable acidity in the solution.

3. Describe the process of percolation, giving the reasons for each step in the process.

In the process of percolation the first step is to place the ground drug (which should be of the degree of fineness directed by the formula) in a basin and moisten it uniformly with the specified quantity of menstruum. The same degree of fineness throughout the powder is essential for the reason that the menstruum must be able to act uniformly on all parts of the powder. The degree of fineness is also essential because with too coarse a powder the medicinal ingredients might not all be ex-

tracted, and with too fine a powder there is a likelihood of "clogging." Moistening the drug prepares the constituents for ready solution and establishes an affinity between the cellular contents of the drug and the fresh menstruum, enabling the latter to permeate the cells by osmotic action. If the menstruum were to be brought in contact with the dry powder, absorption of the menstruum would take place very slowly or would be interfered with entirely.

The moistened powder, after having been first passed through a sieve to break up any lumps, should be transferred to a suitable percolator (having in the lower opening a piece of moistened cotton) all at one time, and then shaken down by tapping the sides of the vessel. The moistened powder is then allowed to remain in that condition for a period varying from 15 minutes to several hours, unless otherwise directed; after which the powder is pressed by the aid of a plunger of suitable dimensions, more or less firmly in proportion to the character of the powdered substance and the alcoholic strength of the menstruum.

The smaller end of the percolator should be fitted with a perforated cork-stopper bearing a short glass tube extending from 3 to 4 cm. beyond the outer surface of the cork. The glass tube should be provided with a closely fitting rubber tube, at least one-fourth longer than the percolator itself, and ending in another short glass tube, whereby the rubber tube may be so suspended that its orifice shall be above the surface of the menstruum in the percolator.

The percolator is then placed in position for percolation, the rubber tube (for regulating the flow of the percolate) is fastened at a suitable height, the surface of the powder is covered by an accurately fitting disk of filtering paper or other suitable material, and a sufficient quantity of the menstruum poured on through a funnel reaching nearly to the surface of the paper. If these conditions are accurately observed, the menstruum will percolate the powder equally until it passes into the rubber tube, and reaches in this a height corresponding to its level in the percolator, which is now closely covered to prevent evaporation. The apparatus is then allowed to stand at rest for the time specified in the formula.

To begin percolation the rubber tube is lowered and its glass end introduced into the neck

of a bottle previously marked for the quantity of liquid to be received, if the percolate is to be measured; or of a tared bottle, if the percolate is to be weighed. By raising or lowering this recipient the rapidity of percolation may be increased or lessened, as desired. A layer of menstruum must constantly be maintained above the powder, so as to prevent the access of air to its interstices, until all has been added or the requisite quantity of percolate has been obtained.

The success of the process of percolation largely depends upon the regulation of the flow of the percolate. If this should be too rapid, incomplete exhaustion will result; if too slow, valuable time may be wasted. The rate of flow for extracts and fluidextracts for 1000 grammes of powder should range from 2 to 5 drops a minute; for official quantities of tinctures and preparations of about the same strength from 8 to 15 drops a minute. The proper rate of flow varies, of course, with the quantity and character of the drug employed and the density of the menstruum.

4. In the extemporaneous preparation of chalk mixture, would you use a mortar? Why?

A mortar should be used, as directed by the Pharmacopœia, for the reason that in no other way can a smooth and evenly suspended mixture be obtained.

5. (a) What is a solution? (b) What is a saturated solution?

(a) A solution may be defined as the blending together of the molecules of two bodies to form a homogeneous liquid.

(b) When all of a body is dissolved that is capable of dissolving at a certain temperature the solution is called saturated. A solution which is saturated at one temperature, however, will be either supersaturated or subsaturated at all other temperatures. In pharmacy the temperature which has been adopted for saturated solutions is 15° C. (59.6° F.), because the temperature of living-rooms where solutions are supposed to be kept or used is rarely below this point, and at all higher temperatures the solutions (with a few exceptions) will be subsaturated.

6. (a) What two kinds of solutions are there? (b) Give examples of each kind.

(a) Simple and compound.

(b) When potassium iodide is dissolved in water the result is a simple solution.

When red iodide of mercury is dissolved in water by means of the addition of potassium iodide the result is a compound solution.

7. What are infusions?

The process of infusion is understood to represent the solvent action of boiling water on vegetable drugs during the time occupied in cooling; it may be varied, as to a longer or shorter period of time, according to the degree of extractability of the principles to be dissolved, and should always be conducted in closed vessels.

8. In making infusions should the substances be boiled?

No, for boiling is likely to destroy volatile principles or principles easily injured by heat.

9. Give ingredients and method for making infusion of digitalis.

To make 1000 Cc. of infusion of digitalis proceed as follows:

Upon 15 grammes of digitalis (bruised), contained in a suitable vessel, pour 500 Cc. of boiling water, and allow it to macerate for an hour. Then strain, add 100 Cc. of alcohol and 150 Cc. of cinnamon water to the strained liquid, and pass enough cold water through the residue on the strainer to make the product measure 1000 Cc. Mix well.

10. Should infusions be made from fluid-extracts?

No. Quite different principles are extracted from drugs by water than those which are obtained by alcoholic liquids. In infusions the water-soluble principles are desired, and a diluted fluidextract is never a proper substitute.

11. What is the official Latin name for each of the following: (a) spirit of nitrous ether, (b) oil of orange, (c) peppermint water, (d) solution of magnesium citrate, (e) salol.

(a) Spiritus Aetheris Nitrosi.

(b) Oleum Aurantii Corticis.

(c) Aqua Menthæ Piperitæ.

(d) Liquor Magnesii Citratis.

(e) Phenylis Salicylas.

12. What is the best solvent for each of the following: (a) boric acid, (b) potassium iodide, (c) camphor, (d) gum benzoin, (e) chloral hydrate?

(a) Glycerin.

(b) Water.

(c) Alcohol.

(d) Alcohol.

(e) Water.

LETTERS

A DRUG MAN'S VACATION.

To the Editors:

I have just finished a delightful outing on beautiful Santa Catalina Island, California. This is a great place for anglers, from April to November.

Santa Catalina is reached after a two hours' run from Los Angeles.

The boatmen are all expert and have ample tackle and bait. A man can try for almost any kind of fish his fancy dictates. While I was there, during a single day three varieties of



Carson Angel.

shark were brought in, weighing from 200 to 700 pounds each. Swordfish weighing from 290 to 377 pounds have been caught. Then there is the tuna, the yellow tail, and the black sea bass, running up to 491 pounds. It seems that most of these fish are caught by novices, trying their hand for the first time at deep-sea fishing.

Truly a wonderful spot, and a fisherman's paradise!

CARSON ANGEL.

Los Angeles, Cal.

A LITTLE PATCH OF BLUE SKY!

To the Editors:

I was much interested in the articles you printed last summer in which druggists told how they had got stung. Here is my contribution:

When I was young and just beginning my

business career I was induced, together with a young lawyer friend of mine, to buy some shares in a western mine. We invested \$1300 apiece, which was the extent of my capital at that time; and then we sat back contented, with a smile on our faces, to await the outcome.

We expected to see the stocks take a skyward jump and we watched the market eagerly every day. But the quotations were always the same, not varying a single point in days.

After a month had elapsed we received a letter which stated that we would have to forward \$200 more in order to stay in the game.

As I did not have that amount on hand, I hustled about to find the necessary cash, which I did, at a bank in a neighboring town.

Once more we sat back to await the outcome. But this time we were not so confident. The smile was gone.

Day after day we watched the market—until at last our curiosity was rewarded. We received another letter, this time to the effect that our company had failed and we were minus all we had put in.

Our broker extended his sympathy, wishing us better luck next time. He hoped we would place other investments with him!

Did we? Let the swallows answer.

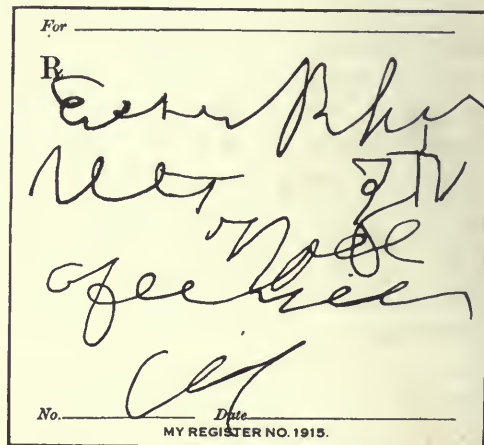
New York.

LOUIS ENGEL.

WHAT IS IT?

To the Editors:

When it comes to unreadable prescriptions, here is a good one! It came in yesterday and



I am sending it to the BULLETIN, thinking that perhaps somebody can wise us up a little. It may be that one guess is as good as another,

but I would like to hear from a number of sources. A comparison of interpretations might prove interesting.

Rochester, Minn. OSCAR HARGESHEIMER.

SERVE WITH A BIBI

To the Editors:

I am enclosing a "scrip" which afforded us quite a degree of amusement, and perhaps others will find it interesting.

PATIENT'S NAME	Miss E. Westgreen		ADDRESS	307 Chestnut
R	Cocoa with marsh - mallow Cream - 1 cup - M. Sig. Serve with a Bib -			
FULL NAME		J. M. Green M. D.		

Quite needless to say, this Harrison law prescription (!) was dispensed at the fountain.

J. RUSSELL WOOD.

Wilmington, N. C.

HE WAS A LITTLE PARTICULAR.

To the Editors:

I am sending a specimen which deserves a place in your curio column. This chap evi-

10¢ worth at squash Wood chips + a good for conk if you havent the chips and Blue Butter but I want deather have' the chips

dently was suffering somewhat, and he thought he knew what would fix him up. "Blue butter" is good!

EARLE M. STETSON.

Portland, Me.

THERE ARE CHANCES ENOUGH!

To the Editors:

I have just noticed in the September number of the BULLETIN OF PHARMACY, page 350, an editorial entitled "Chances in the Drug Bus-

iness." We would very much like to have about two hundred and fifty reprints of the article.

The article is an excellent exposition of the advantages of a career in the retail drug business. In conducting our fifteen stores we are finding the greatest difficulty in getting thoroughly competent and capable executives for the various individual stores, as well as men for general administrative positions.

D. C. KELLER,
President and General Manager,
THE DOW DRUG COMPANY.

Cincinnati, O.

Just the best old drug magazine that ever happened. Can't keep house without it.

Fennimore, Wis.

R. S. WILLIAMS.

I look for the BULLETIN every month as I look for my meals. Can't do without it.

Dayton, O.

A. J. DOWNING.

I am strong for the BULLETIN. Enjoy it above all others.

E. S. HARTENSTEIN.

Spencer, S. Dak.

It is an A No. 1 drug journal, and I can't be without it.

O. B. REESE, PH.G.

Baraboo, Wis.

Perfect in its get-up. I never want to miss it.

S. B. TRIPPETT.

Chicago, Ill.

The BULLETIN grows Bullyier every issue.

Northfield, Minn.

M. D. MARTIN.

Your journal is too good to be without.

La Harpe, Ill.

F. F. VEDDER.

Each number is just a little better.

Chetopa, Kansas.

F. J. CUNNINGHAM.

I enjoy the BULLETIN immensely.

Washington, D. C.

MINNIE A. CREWS.

A dollar well spent!

ADRIAN T. WARD.

No. Conway, N. H.

BUSINESS HINTS

Making Scientific Merchandizing Pay.—

Some of the methods that have been used to develop the 21 Owl Drug Stores on the Pacific coast into an organization doing an annual business of \$5,000,000 were described by A. J. Neve at a meeting of A. D. S. department heads and salesmen held in New York City recently. Mr. Neve is a merchandise expert in the employ of the Owl Stores and spoke, in part, as follows:

We do not believe in poorly paid help. To get the most efficient service from employees, they must be paid a good living wage, sufficient to support themselves or those depending upon them with reasonable comfort, without worry.

For an hour once a week we get together with our employees and talk over with them ways and means of improving their salesmanship and raising the percentage of their sales per customer.

Through this system of education in merchandising efficiency we have increased the average sale per customer from 40 cents a few years ago to 47½ cents this year.

The sales of our sundries department which formerly represented but 12 per cent of our total business now represents 22 per cent.

If handled efficiently the sundry department of a drug store can be made one of the most profitable departments of that store. The druggist's sundry is one of the easiest things to sell, because it can be so readily worked in as a running mate with so many medicinal preparations.

Every Owl employee is drilled to sell running mates with every sale. To facilitate this we have all goods in the same line grouped together.

In front of the dentifrices we keep tooth brushes, silk floss, etc. In front of the hair revivers, we keep shampoo preparations, combs, hair brushes, etc. So in every one of our departments.

When a customer asks for one item, the clerk can get its appropriate running mate in a second without leaving the customer and begin a canvass for its sale. Druggists who keep goods in the same line scattered about their stores—hair restorers on one side—shampoos on another—combs and brushes on another—miss a good deal of business it would be possible for them to get with a proper grouping of their goods.

Perfumery and toilet preparations to be easily sold should be displayed on stands and cartons, where they can be readily seen and their inviting message carried to the customer.

A good part of the department stores' success with toilet preparations is due to the fact that they lavishly display them, while many druggists have them hidden away in closets and make no display or only a half-hearted display of them. Displays have always helped the Owl Company, and I would advise every druggist to make them.

Every Owl store is a public service station. We spend \$1000 a year to check parcels for customers free

of charge. I do not know of a better way the Owl company could spend the same amount of money.

Think what a convenience it is for a man or woman to know that he or she can leave a bag or parcel in one of our stores without charge, while they visit in the neighborhood. For women customers who need any little attention, we employ maids to look after them.

What is more natural than for the man or woman Owl Company when returning for the bag or parcel? who has been so favored to buy something from the Owl Company to get back that \$1000 a dozen times over.

If a customer comes in for a 4-ounce bottle to put something in at home we give it to the customer for nothing. Invariably that customer wants that bottle to hold a specimen of urine or for some similar need.

Next day when the customer has a prescription to fill for the trouble in question or other sick needs, isn't it more than likely that this customer—remembering our free bottle—will come to us for what is wanted?

When a customer calls for eye water, our sales people are instructed to present an eye dropper with the compliments of the Owl Company.

Courtesy and service have paid the Owl Company big dividends, and it will pay any other druggist who practices them proportionately the same big dividends.

Our employees must always say "Thank you" to every customer who buys anything of the Owl Company—even a postage-stamp.

Courtesy of this kind costs nothing and is a tremendous big factor in good-will building.

Instead of cutting prices we have found it more profitable to have combination sales.

With a bottle of hair restorer we give free a bamboo shampoo comb. This comb in quantity lots cost us less than 2 cents each. We sell the hair restorer for 25 cents. This means that after deducting the price of the comb, we get 23 cents for the restorer—only two cents less than the regular price. We sold many times more of the restorer at this price—on the strength of the pulling power of that shampoo comb—than we had previously sold of the restorer at 19 cents special.

With a nail polisher selling at 25 cents, regular price, we offered a combination file and cutter costing us about 2 cents. This made a dozen times more sales than when we cut the price of the nail polisher to 19 cents.

When we offer a small powder cloth costing us 3 cents, with a 50-cent package of complexion powder, it draws more sales than if we were to reduce the price of the complexion powder to 39 cents.

I could enumerate dozens of combinations like these that have made good and convinced us that as a business builder and revenue producer, the combination free offer is a more profitable proposition than cut prices ever were.

Capitalizing Courtesy.—

A retail store in the western part of the country, according to the *Dayton News*, has had a neatly printed message placed upon the wrapping paper and paper bags which it uses, modestly worded, pleasantly phrased and delightfully frank. It appears under the heading "Thank You," and reads:

"We take pleasure in thanking you for your patron-

age; we believe the goods bought of us to-day will give you entire satisfaction and that you will come to us again when you need anything in our line. However, if for any reason you are not perfectly satisfied with your purchase we ask as a favor that you report to us at once, and we assure you that we will gladly adjust the matter to your satisfaction. We want you to make this store your store, and if you trade here we shall make it our business to see that whatever you buy is entirely satisfactory."

Soliciting Christmas Business.—

During the latter part of last November, Frank D. Kriebs, Beresford, South Dakota, sent a circular-letter



soliciting Christmas business to 1000 selected names. Attractive stationery was used and the text was printed in typewriter characters.

Here is the letter in full:

DEAR FRIENDS:

As the happiest season of the year is approaching, we take this means of extending to you Christmas Greeting and invite you, your children and your friends to call at our store to inspect the greatest Christmas exposition of Holiday Goods ever displayed in Beresford.

No matter how old or how young the girls and boys may be, we can supply the gifts that will make them glad on Christmas.

We have playthings, fancy goods and "practical" gifts. No matter how hard you may be wondering what on earth to buy you can find an answer to your question here.

We have made an extraordinary effort this year to surpass any of our previous displays. Our line of Cut Glass is more beautiful than ever—latest cuts and shapes. Our hand-painted China eclipses any of our previous efforts. Fancy Nut Sets, Olive Sets, Celery Sets, Bowls and Plates, Cups and Saucers, etc., etc.

Fancy Goods in Leather, Wood, Silver and Parisian Ivory. Toilet Sets, Manicure Sets, Military Sets, Brush Sets and Novelties—all priced to suit your purse.

Books—latest copyright popular copyrights, books for boys and girls, Bibles, fancy gift books and toy books.

Toys—the greatest line you ever saw is ready in our store for your Christmas buying. Toys from everywhere. Dolls, all the latest character, kid bodies, dressed and china limb dolls.

Games and Blocks—an endless variety to select from. Wooden Toys.

Candies and Xmas Trees, in fact our line is larger and better than ever. We have spent more time than ever before to gather together this beautiful display of Holiday Gifts. Being unable to enumerate to you our entire line, we particularly invite you at this time to call, bring in the children and let them get the benefit of our full display.

Everything is marked in plain figures and we have a competent corps of clerks to wait upon you. Ample storage room to

take care of your Xmas purchases until you are ready for them. Last but not least, WE CAN SAVE YOU MONEY. A comparison of prices will convince you.

Again inviting you to visit our Christmas Display, and wishing you A Merry Xmas and A Happy New Year, we beg to remain,

Respectfully yours,
THE CORNER DRUG STORE.
FRANK D. KRIEBS.

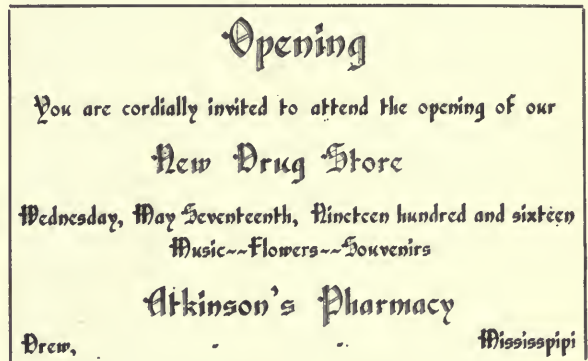
Mr. Kriebs says that he had the printing done at a local shop, and that he bought the envelopes at his post office—thus side-stepping the licking of a thousand stamps. The total expense, last year, was between \$20 and \$25, but would doubtless be more this year.

Supplementing this means of publicity, Mr. Kriebs ran full-page ads in the local weekly papers.

A Specimen Opening Announcement.—

Druggists who contemplate opening new stores and who are in doubt as how best to inform the public of the event, will be interested in the opening announcement employed last spring by Atkinson's Pharmacy, of Drew, Mississippi.

The announcement was printed in blue ink on a



good quality white card measuring 3 by 5 inches. Enclosed in an unsealed envelope the card may be mailed under one-cent postage; but much more attention will be attracted to both the announcement and the store, of course, if sealed envelopes and two-cent stamps are used.

Timely Remembrance.—

A neat Christmas and New Year's card is being sent out this year by G. Bastian, Jr., Hoboken, New Jersey—



shown in our illustration. Black ink is used on light blue stock of excellent quality, and the border is in gold. The card measures 4¼ wide by 3¼ high.

PRACTICAL PHARMACY

Compounding Short-cuts.—

For use at the dispensing counter, a writer in the *Pharmaceutical Journal*, of England, offers the following suggestions:

Any one who has made ointment of zinc oxide by the orthodox method knows the difficulty in getting it free from lumps, and the constant stirring that is required after well rubbing down the oxide in a warm mortar with some of the melted lard. The following method in the writer's estimation cannot be beaten.

Loosely tie one, or perhaps two, thicknesses of fine muslin over the top of the stock-pot. Upon it place the quantity of oxide required to make the ointment. Heat the lard in an ordinary evaporating dish, and get some one to pour it slowly on to the powder while you stir the mixture briskly, taking care not to spill the hot fat. In two or three minutes all the powder has been rubbed through in a minute state of subdivision, and it only remains to give the ointment an occasional stir till it is cold. It is wise not to overload the muslin with too much powder, and in making 4 pounds of ointment it may be divided into two portions.

There is another method of rubbing down small lumps which is not so well known as it might be. Often a small quantity of ointment is ordered containing ammoniated mercury or a similar hard or gritty substance. Rubbing on the slab will eventually eliminate lumps, but at the expense of much time as well as elbow grease. Get a stout piece of muslin, about 12 inches square, and transfer the ointment to the center of it. Bring the four corners together, and starting at the top twist them round and round tightly till the ointment is enclosed in a small bag. Then by aid of a knife press it out through the muslin, which will effectually reduce all grittiness, and act as a fine strainer.

Small lots of powders often require sifting, and the usual sifter is much too big to deal with them. The following "tip" was given to the writer in his apprentice days: Take a 4-ounce chip box and carefully remove the bottom so as not to injure the sides. Then remove the top of the lid, leaving a narrow band of wood. Spread fine muslin over the larger band and fasten it down by pressing over it the smaller band. Another lid can then be used for a cover, and a makeshift sieve is then ready which can be shaken till all the powder is through.

Hardly in the nature of a makeshift, although bordering on it, is a method of mixing any light powder with water, such as light magnesium carbonate or Gregory powder. If the powder is simply placed on the top of the liquid, it may be stirred for a considerable time before diffusion takes place. The better way is to place the powder on the liquid and then place a piece of paper or glass over the vessel, placing the palm of the hand over the whole. Give this a sharp up-and-down movement, and the powder will be found to be perfectly mixed. This method works admirably when a customer wishes to take a dose of compound rhubarb powder from an ordinary measure or medicine tumbler.

Conserving Drug Stocks.—

How a little care in the handling of drugs and chemicals will result in the saving of many easily deteriorated products was the subject of a paper presented to the 1916 meeting of the Kentucky Pharmaceutical Association by William E. Danhauer, of Owensboro. Among the points brought out by Mr. Danhauer were the following:

A prescription is received for a small quantity of a seldom-used powdered extract, and upon withdrawing the cork the contents of the bottle are found to have become a hard, solid mass. By digging industriously we may weigh the required amount (of a doubtful strength), and possibly break a spatula or lose our temper during the operation.

The powdered extract may be kept in better condition by sealing the cork with melted paraffin, and the only apparatus necessary for the operation is a tin ointment box, a retort stand and a Bunsen burner or spirit lamp. The first thought that enters one's mind would be that it is a waste of time to seal the cork after using the drug, but on the other hand, there is also a loss of time and material in digging out a hardened powdered extract.

Among the many articles that it would be advantageous to seal with paraffin besides the powdered extracts are the solid extracts of belladonna, nux vomica, and stramonium. In fact all of the solid extracts, as also inspissated oxgall, should be so treated, thus keeping the powdered extracts dry, and the solid extracts in the moist state, as required by the United States Pharmacopœia.

Fluidextract of ergot will remain active longer than usual if the cork is kept sealed.

To retard evaporation, seal the stoppers in the bottles or cans of chloroform, ether, and all of the colloids.

The list of chemicals that should be sealed is a long one. Some of them are deliquescent, others are volatile, while some undergo chemical changes when they are not kept well corked, but all of them should be sealed with paraffin when stored on the shelves. Only a few chemicals are herein mentioned, and the reasons for sealing them are obvious: ammonium carbonate, ammonium iodide, chromic acid, trichloroacetic acid, zinc chloride, calcium hypophosphite, sodium nitrite, sodium iodide, strontium iodide, benzoic acid, alphozone, and acetozone.

The animal products are all more or less unstable, therefore they should be kept sealed and also in a cool place. Included among them are pepsin, pancreatin, corpora lutea, desiccated thyroid glands, and thyroid tablets.

In every drug store having a soda fountain the syrups used at the fountain are kept cold, and the same care should be given to the pharmaceutical syrups. If one has not a special refrigerator for the storing of serums and vaccines, they may be placed in the cold chest of the fountain, and in a similar way should be kept syrup of ipecac, syrup of ipecac and opium, syrup of wild cherry, syrup of squill, and syrup of squill compound.

Solution of citrate of magnesia, lactis bulgaricus tablets and tubes, glycerin suppositories, and all rectal,

vaginal and urethral suppositories should be kept in a cool place. Likewise aromatic spirit of ammonia, spirit of nitrous ether, spirit of ether compound, and it is well to note that the corks should be well sealed to avoid evaporation or chemical changes.

Percentage Solutions.—

The calculation of percentages for solutions has become a problem to pharmacists that bids fair to turn confusion into worse confounding with the advent of the metric system, according to the *N. A. R. D. Journal*. At the present time five methods of calculation are in vogue, and it is therefore high time that a uniform system be adopted, at least one that will apply to the compounding department. The differences arise from the opinions held by some as to what system to use, and in the fact that there are so many systems of weights and measures.

One system employs the avoirdupois ounce, 437.5 grains, as a basis; another, the fluidounce, 455.6 grains; a third, the troy ounce, 480 grains; a fourth, the metric system; a fifth, the absolutely accurate normal system used in research and test work. While all are *approximately* the same when used for small quantities, the variation becomes pronounced when the quantities reach 1 pound or more.

The basis for all calculations in the preparation of percentage solutions in the pharmacy should be weight in measure, the fluidounce being calculated as 480 minims, not as 455.6 grains for water and various weights for other solvents. The reason for this is that all official liquid medicines, tinctures and the like, are made on that basis; physicians prescribe on that basis; and the pharmacist compounds on that basis. If this fact is remembered, there will never be any trouble, and confusion will be turned into ready and simple practicability.

No pharmacist is asked, except in rare instances, to make percentage solutions by weight, although that is the mathematically correct system. When a physician prescribes four ounces of a two-per-cent solution of silver nitrate, he expects to get four fluidounces by measure, and also he expects a mixture or solution in which each fiftieth part of the volume represents one part of silver nitrate.

To make such a solution is a simple matter: 4 fluidounces equal 1920 minims; 2 per cent of 1920 is 38.4; therefore, 38.4 grains of silver nitrate are dissolved in enough distilled water to make 4 fluidounces.

This is simple and practical, and the "parts by weight" method, in comparison, is much more cumbersome, as may be seen from an illustration, using the same nitrate of silver solution: Four fluidounces of water weigh 1822.4 grains (455.6×4). Two per cent of 1822.4 is 36.4 grains. Now dissolving these 36.4 grains in enough water to make 4 fluidounces by weight, one must employ 1786 grains of water. This gives 1822.4 grains of two-per-cent solution. If this is satisfactory, well and good; but this will not measure a full four fluidounces either by weight or measure. It is over 21 minims less than 4 fluidounces, hence another calculation must be made for the difference. The difference is less when the metric system is employed.

Medicated Waters.—

The following extracts are taken from a paper read at the 1916 meeting of the Pennsylvania Pharmaceutical Association by John K. Thum, of Philadelphia:

The Pharmacopœia (Eighth Revision) contains 17 medicated waters, of which 6 are made from volatile oils, and 5 of these by triturating the volatile oil with purified talc, gradually adding the required amount of distilled water and filtering. Medicated waters made in this manner are very unsatisfactory; for the first few days they show up fairly well, but from then on they rapidly change for the worse, so far as appearance and pleasant flavor obtain.

Now the Pharmacopœia does not insist that these waters must be made according to this procedure, as the following quotation from it clearly indicates:

The Medicated Waters, when prepared from volatile oils, are intended to be, as nearly as practicable, saturated solutions which must be clear, and free from solid impurities. In the processes which follow, the solution of the volatile oil is facilitated by the use of purified talc; but the solution may, if preferred, be aided by replacing the purified talc by pulped or shredded filter paper; waters may also be made by the addition of volatile oils to hot water and separation of the excess of the former, or by the distillation of the drug or the volatile oil with water, if by either of these methods the finished product corresponds in all respects with the official requirements.

In 1913 the writer presented a paper in which he advocated the making of camphor water by agitating small pieces of camphor with distilled water in a bottle and replenishing the dispensing bottle by pouring through a piece of gauze tied over the neck of the stock bottle. He is still wedded to that method of making camphor water. Success with this method naturally led to experiments with the other medicated waters and it was found that fine waters, that remain clear indefinitely, can be made by simply agitating the volatile oils with distilled water and filtering through a wetted filter paper in the same manner that the Pharmacopœia suggests in the making of bitter almond and creosote water.

The technique for this method of making medicated waters is very simple and is as follows: Eight mils of volatile oil are poured into a four-litre bottle and distilled water added in portions, the bottle being vigorously shaken after the addition of each portion; sufficient distilled water is then added to make up to four litres.

When the dispensing bottle requires replenishing the stock container is well shaken and the medicated water filtered through a filter paper.

Since making our medicated waters in this manner we have never been troubled by the development of fungi or the growth of other microorganisms. This is certainly an advantage that the practical pharmacist can appreciate as well as the fact that his medicated waters are always clear and sightly.

The saturation of these waters can easily be determined. If to an equal amount of water a 50-per-cent solution of magnesium sulphate is added, there is at once developed a distinct cloudiness.

WILLIE: "What are captains of industry, dad?"

Crabshaw: "They are fellows who cause wars but never fight them."—*Life*.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Rouge—Lip and Liquid.

E. R. asks: "Will you print a formula for a rouge lip salve? I would also like some information concerning liquid rouge. I am making one at present from dry carmine, but so much sediment settles out that the product is not satisfactory. How can I overcome the difficulty? Liquid carmine produces a tint that does not suit my trade."

Here are three formulas for lip salve taken from the literature:

- (1) Spermaceti40 parts.
Lard (pure and fresh).....80 parts.
White wax20 parts.
Oil of sweet almond.....5 to 10 parts.

Melt the ingredients together (varying the amount of sweet almond oil according to the period of the year) and then color the mixture with a sufficient quantity of alkanet by digesting the root with the melted mass. Strain and add a suitable perfume, such as oil of bergamot, 2 parts, oil of orange, 3 parts. The mass is then poured into molds or tin tubes and, when cold, removed and covered with tinfoil.

- (2) Spermaceti1 ounce.
Yellow wax½ ounce.
Oil of almond.....2 ounces.
Oil of rose.....12 drops.

Melt with gentle heat, add enough alkanet root to color, then strain; and finally add the oil of rose.

- (3) Paraffin45 grammes.
Petrolatum49 grammes.
Oil of lemon,
Oil of violet, of each.....0.75 gramme.
Carmine.....enough to color.

Carmine cannot be made into a satisfactory solution unless an alkali is used. If you wish to use powdered carmine, it must be dispensed as a shake mixture. A preparation containing powdered carmine that is in popular demand in certain localities may be made as follows:

- Finest carmine20 parts.
Lead white30 parts.
French chalk60 parts.
Tincture of benzoin.....5 parts.
Cologne water50 parts.
Rose water250 parts.

Mix.

Cochineal color (liquor cocci N. F.) is sometimes sold as liquid rouge. A true liquid rouge may be prepared by dissolving pure rouge (carthamine) in alcohol, and acidulating the solution with acetic acid.

A liquid rouge colored with eosin is made according to the following formula:

- Eosin4 parts.
Distilled water80 parts.
Glycerin20 parts.
Spirit (free from fusel oil).....400 parts.

Dissolve; allow to stand, and filter.

The proportion of eosin may be increased or diminished, or modified with aniline orange.

A Eutectic Mixture.

J. N. K. writes: "A short time ago I was called upon to compound the following:

- Euquinine0.1 gramme.
Benzonaphthol0.15 gramme.
Salol0.20 gramme.

Make one powder. Send six.

"Upon triturating these powders in a mortar, the mixture assumed an oily aspect. To determine the trouble I rubbed together benzonaphthol with salol, euquinine with benzonaphthol, and euquinine with salol. I found that the incompatible mixture was that of salol with euquinine. Is the incompatibility physical, pharmaceutical, or chemical?"

The incompatibility is a physical one, probably due to the formation of a eutectic mixture. When phenols or phenolic compounds, aldehyde compounds and ketonic bodies are mixed, the mixture may have a melting point considerably below that of any of the individual ingredients. This is analogous to the alloys, and the term eutectic applies specifically to the proportions which will produce the lowest melting point. A familiar example of a eutectic mixture is that of camphor with menthol.

To dispense a prescription of this sort several methods may be followed. If the eutectic mixture is liquid it is not, of course, suitable for powders, but should be made into a mass and dispensed in capsules.

When the resulting mixture is only damp or pasty, the addition of dry starch or (wherever compatible) magnesia will absorb the moisture and allow of dispensing in powders. Starch which has been dried at 100° C. and kept in tightly-stoppered bottles has considerable absorptive power and is much more efficient than air-dry starch.

It is also well to avoid rubbing such mixtures together. Mix lightly and liquefaction is less likely to occur. Sometimes the order of mixing makes a material difference, but usually starch or some other absorbent powder is needed.

A Coal-tar Disinfectant and a Salt-water Soap.

D. O. writes: "I would like a formula for a coal-tar disinfectant in the manufacture of which sodium hydroxide is used. I would also like to be supplied with a formula for a soap that can be used with salt water."

A coal-tar disinfectant in the manufacture of which caustic soda (sodium hydroxide) is used may be made as follows: Five and one-half pounds of caustic soda are put in a kettle, about 19 gallons of common water added, and these are from time to time stirred until solution results. The kettle containing the caustic soda solution is put on a small fire, heated, and 30 pounds of rosin added in small quantities; the heating and boiling is continued until all the rosin is dissolved. In about two hours a clear rosin soap, weighing about 45½ pounds, is obtained. The rosin soap, while still hot, is at once strained through cheese-cloth into another container, and 60 pounds of creosote oil containing 20 to 25 per cent of cresols is added and thoroughly mixed. One thus obtains saponified coal-tar creosote. After it has been strained again through cheese-cloth, if necessary, it is ready for use.

Soap-making, while theoretically a simple procedure,

is beset with difficulties that can be overcome only by means of considerable practical experimentation and by the use of special apparatus and facilities. For those reasons, therefore, we do not consider its manufacture by the average druggist advisable. A much better article can be obtained at a cheaper price if the manufacture of it is left to concerns equipped to carry out the work.

Such a soap as you require—one that will work in salt water—is ordinarily made from palm oil instead of from the fats employed in the manufacture of the usual soft-water soaps. Salts of palmitic acid are not precipitated by salt water.

Headache Remedies.

E. R. J. writes: "Can you suggest a formula for a headache powder?"

In a previous issue of the BULLETIN, B. S. Cooban, of Chicago, Ill., reports that he has had considerable success in selling a headache powder made according to the following formula:

Acetphenetidin	4 drachms.
Citrated caffeine	1 drachm.
Sugar of milk	6 drachms.

Mix and divide into 10-grain powders.

Mr. Cooban sells two of these powders in an envelope for ten cents.

A combination that is much used in some localities as a headache remedy is the following:

Acetanilide	140 grains.
Caffeine	10 grains.
Sodium bromide	4 grains.
Sodium bicarbonate	36 grains.

Mix and divide into 40 powders or capsules.

Here is a headache powder that contains no coal-tar derivatives:

Guarana	10 grains.
Sodium bromide	5 grains.

Of course acetanilide and acetphenetidin will have to be mentioned on the label, in accordance with the food and drugs act.

A More Careful Reading Required.

L. E. G. writes: "In the formula for spirit of peppermint which appears on page 409 of the U. S. P. IX the use of 500 mls (Cc.) of water is directed. If that amount of water is added to the 800 mls of alcohol and 100 mls of oil of peppermint (contained in the formula) we get a volume of 1400 mls instead of the required 1000 mls. How should the directions read?"

If you will reread—carefully—the directions you will see that the 500 mls of water are *not* to be added to the alcohol and oil of peppermint. The directions are "Macerate the peppermint leaves, freed as much as possible from stems, during one hour in five hundred mls of water and then strongly express them. Mix eight hundred mls of alcohol with the oil, add the macerated leaves and enough alcohol to make one thousand mls, etc."

The peppermint leaves are to be macerated only in the water and then *expressed*; the expressed liquid is, of course, to be rejected.

Macerating the leaves in water extracts water-soluble coloring matter which, if allowed to remain, would impart to the spirit a brownish-green color instead of the bright green color desired.

Harrington's Solution and Wright's Solution.

O. D. asks: "Will you please supply me with formulas for (1) Harrington's solution and (2) Wright's solution?"

1. Harrington's solution may be prepared according to the following formula:

Mercuric chloride	15 grains.
Hydrochloric acid C. P.	2½ fluidounces.
Distilled water	12¾ fluidounces.
Alcohol	27 fluidounces.

2. A preparation made in accordance with the following formula is sometimes called "Wright's Solution:"

Arsenic trioxide (in powder)	40 grains.
Potassium carbonate	40 grains.
Bromine	100 grains.
Gold (in leaf)	13½ grains.
Distilled water, to make	one pint.

Place the arsenic trioxide and potassium carbonate with four fluidounces of water in a flask, and boil until solution is complete. Weigh out the gold leaf and place in a wide-mouthed bottle, add 12 fluidounces of distilled water, run in the bromine, and then shake until the latter is dissolved, and add the solution previously made and shake for a few seconds. Transfer to a flask or retort, and boil until bromine fumes cease to be given off. Allow to cool, dilute with distilled water to one pint; filter.

Solution of bromide of gold and arsenic, N. F. III, is a somewhat similar preparation.

"Leaky" Massage Cream.

E. B. writes: "In making massage cream I seem to have trouble due to the separation of water. Can you tell me the cause of my difficulty?"

Your query is not definite enough. "Massage



Recently Honored.

At the annual meeting in September Rufus A. Lyman was elected president of the American Conference of Pharmaceutical Faculties. Professor Lyman is dean of the College of Pharmacy, University of Nebraska.

creams," so-called, are made from bases of starch, casein, stearic acid or various fatty substances, and unless we know the one you employ we cannot supply a satisfactory answer. If you will submit a copy of your formula, we will endeavor to point out a process.

We might say, however, that fatty massage creams made without the use of borax or other saponifying agents will not hold so much water as will those in which an alkali is used. Before the present U. S. P. formula for rose water ointment (containing borax) was adopted the official ointment of rose water (without borax) had considerably less water in its make-up.

The Status of Whisky and Brandy.

F. R. R. asks: "With whisky and brandy deleted from the new Pharmacopœia, will a druggist have the right to sell either or both of the products for medicinal use?"

The deletion of whisky and brandy is in nowise a prohibitory measure. Whether or not standards for whisky and brandy are included in the United States Pharmacopœia has no bearing on the druggist's right to sell either of the products for medicinal use. If it is permissible under the State laws to sell whisky and brandy when the U. S. P. IX goes into effect, you can still continue to do so. The only significance of the deletion of the two products is that distillers are now relieved of the necessity of supplying medicinal whisky and brandy complying with certain definite standards.

A Menthol Ointment.

O. D. asks: "Will you please publish a formula for a menthol ointment?"

Try this:

Menthol	30 grains.
Camphor	20 grains.
Thymol	10 grains.
Boric acid	15 grains.
White wax	2 drachms.
White petrolatum, enough to make..	8 drachms.

Triturate the camphor, menthol and thymol together, and then add the white wax and petrolatum, previously melted together. Finally incorporate the boric acid and stir occasionally until the mixture is solidified.

A cheaper ointment may be made by substituting hard paraffin for the wax and by cutting down the amounts of camphor and thymol used. The result will be a less satisfactory product, however.

A Question of Dosage.

O. D. writes: "A doctor orders a 100-Cc. mixture of liquid petrolatum containing 10 per cent of mercury salicylate. He wishes to administer one grain of mercury salicylate at a dose. How many Cc. or minims of the mixture would he have to use? Please show how you arrive at the result."

Since the mixture contains 10 per cent of mercury salicylate there is present 10 grammes, or 154.32 grains, of mercury salicylate (1 gramme is equivalent to 15.432

grains). Therefore in 100 Cc. of the mixture there would be 154.32 doses, each containing one grain of mercury salicylate. One hundred divided by 154.32 is equivalent to .648 Cc.—the amount of the mixture to be administered at each dose. Expressed in apothecaries' measure, .648 Cc. is equivalent to 10.52 minims (.001 Cc. = .01623 minims).

Ginger Brandy.

W. & B. ask: "Can you suggest a formula for a so-called 'ginger brandy'?"

The following is a German formula:

Sugar, 200 parts; tincture of orange peel, 20 parts; spirit of nitrous ether, 20 parts. Mix, and add 4500 parts of good whisky or dilute alcohol. Stir in 5500 parts of boiling rain or soft water, adding at the same time 200 parts of ginger, in powder, and 20 parts of powdered galangal root. If desired, add enough burnt sugar to color. Cover the vessel, and let stand a day or two; then filter. By adding the ginger after the water it is possible to avoid dissolving the resinous part of the former, which would otherwise make the preparation turbid.

The galangal may be omitted, if desired, and about a drop of oil of bitter almond added in its place, for every 2½ gallons of liquor. The oil of bitter almond should be dissolved in the alcohol.

Skin Food.

E. R. asks: "Will you publish a formula for a 'skin food' cream?"

The following is a preparation that has been sold under the name of skin food:

White wax	3 avoirdupois ounces.
Paraffin	½ avoirdupois ounce.
Anhydrous wool-fat	¼ avoirdupois ounce.
Cocoa butter	¼ avoirdupois ounce.
Liquid petrolatum colorless.....	8 fluidounces.
Borax	⅛ avoirdupois ounce.
Distilled water	4 fluidounces.
Oil of rose, synthetic.....	enough.
Oil of bitter almond.....	a trace.

Color pink with Oil Red "S," which should be dissolved in the melted fats before adding the water containing the borax in solution.

Oil Red "S" is a coloring agent which may be obtained from any of the larger wholesalers, or from dealers in dyes.

Purity Determination.

J. N. K. (Egypt) writes: "Owing to the war it is difficult to obtain drugs and chemicals in a pure state and we are obliged to examine all supplies before daring to use them. Will you please recommend a reliable and practical book stating tests that can be easily applied?"

A pharmacopœia of the country from which you obtain most of your supplies will probably answer your requirements. If you buy from England, get a British Pharmacopœia; if from France, a copy of the French Codex; if from America, a copy of the United States Pharmacopœia.

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THE MONTH'S HISTORY

THE HIGH COST OF CIGARS.

A great many times this question arises in the mind of the druggist: Shall I put my selling power behind well-known, advertised goods that do not net me the profit they ought to, or shall I run counter to demand and push with all my might special goods, or special brands, on which I make a legitimate return?

Taken as a whole the cigar business is seldom satisfactory in the retail drug store. There isn't money enough in well-known brands. Cigars that cost \$35 a thousand, or even \$32.50, if bought in lots, cannot profitably be sold at six for a quarter; yet six for a quarter is the prevailing price for 5-cent goods, and it is extremely hard to get away from it.

The manufacturers have their troubles, also. Everything is higher, even tobacco leaf, American-grown though it is. For a long time before it happened, it was predicted that a

raise in the price of cigars was inevitable; we mentioned the matter two or three times in the BULLETIN.

And now that the boost in price has actually been put into effect on a number of popular brands, what is to be done about it?

There would seem to be but three courses open. One is to keep right on in the old rut; another is to subordinate high-priced brands as much as possible; and another is to persuade the manufacturers to reduce the size of the cigar and maintain the old price.

* * *

WHAT THE C. R. D. A. HAS DONE.

The local association at Chicago is an extremely wide-awake organization, and we are, therefore, not at all surprised to learn that it took this matter up some time ago and went, straight as the crow flies, to what it hoped might be a solution. Resolutions were passed requesting certain makers to reduce the size and not advance the price. Copies were sent to the Cigar Manufacturers' Association of Tampa, Florida; the Cigar Manufacturers' Association of New York; the Tobacco Merchants' Association of the United States; and to manufacturers of cigars in general.

A meeting of the Tobacco Merchants' Association was held at the association's offices in New York, eleven prominent manufacturers attending, and it was unanimously decided not to grant the request of the Chicago druggists. Such action was not taken through a spirit of obstinacy, but for the reason, doubtless, that the makers feared that the "ultimate consumer" might not take kindly to the curtailment of his customary ration.

Nothing in the way of relief, therefore, came out of the resolutions passed by the C. R. D. A., nor is it likely that the situation can be cleared up in any such manner; but the request served the purpose of drawing from a number of manufacturers a statement which may be taken as final. Speaking generally, we are not to have smaller cigars at the old price.

An editorial in *Tobacco*, a journal devoted to the trade, strongly advocates the odd-cent

cigar, pointing out that long before an increase in prices was agitated certain large retail concerns saw the advantage of featuring six-, seven- and eleven-cent cigars.

Another journal, neither drug nor tobacco, says that the situation is somewhat analogous to that produced by Schedule B of the war tax. The extra cost ought to be passed along to the consumer, but it's so small it can't be!

* * *

**CARRIED TO ITS
LOGICAL CON-
CLUSION.**

What shall be the druggists' attitude toward liquor sales?

That is a pertinent question these days, with more than half of the United States "dry" territory.

The State of Washington is much disturbed in this particular; we have had occasion to refer to conditions out there quite frequently during the last few months. Washington went "dry" January 1, 1916, and since then there has been more or less trouble. Blind-pig drug stores have sprung up, thereby blotching the good name of the drug business in general.

President Johnson of the State Association recommended that legislation be sought which would withhold from druggists the right to sell liquor under any circumstances. He took the ground that the average store could not legitimately sell enough liquor to get back in profits what it cost the druggist in the way of annual taxes—\$25 to the Federal government and \$25 to the State; \$50 in all.

Dr. Johnson's recommendation caused a heated discussion, and the association voted it down. However, the motion prevailed that a referendum of all resident registered druggists in the State be taken, and a committee consisting of H. G. Duerfeldt and E. L. Jones, of Spokane, and E. L. Smalley, of Walla Walla, was appointed to conduct the vote. This question was asked: "Do you favor a law which will remove from the drug store all alcoholic liquor except alcohol (this to be used for manufacturing only), and also a repeal of the \$25 State tax?"

Four hundred and ninety-eight druggists voted, the outcome being nearly two to one in favor of elimination: 324 for, 174 against.

* * *

**THE MAJORITY
MUST RULE.**

The significance of this is in no sense uncertain, and perhaps even the figures may

be taken as representative. Two-thirds of the druggists in dry territory, no matter where it

is located, do not want to conduct a liquor business; in fact, they know that it is next to impossible to do so and at the same time keep within the limits of moral obligation.

In Washington the matter has been put in the hands of the association's legislative committee, and it is predicted that the legislature when it meets this winter will enact a measure which will render it unlawful for druggists to sell liquor in any form or under any circumstances, even on physicians' prescriptions.

Our own State of Michigan went "dry" last month, as did Montana, Nebraska, and South Dakota, although the lid is not to be closed down at once, time being given the liquor interests to get out from under. Virginia became "dry" a month or two ago. And whenever a State becomes "dry" it has been the common experience that the thirsty ones turn to the drug stores. Great pressure is brought to bear, temptation which the druggist is not always able to withstand.

It is a matter that demands the best thought in the profession. Newspaper notoriety connecting the drug business with the illicit selling of whisky cannot fail to prove detrimental. If measures serving as checks are not fostered inside the calling, harsh and uncompromising enactments must be expected to spring from sources outside of it. The Washington association is doing good work.

* * *

**TESTING THE ILLI-
NOIS NARCOTIC
LAW.**

The narcotic law in Illinois permits a physician to dispense habit-forming drugs to habitual users, when such treatment is based on good faith; but the State Board of Pharmacy contends that good faith has not been shown when it can be proved that a doctor has supplied a patient with heroin on 184 days out of a total of 412 and sometimes in quantities exceeding a hundred tablets. The Board has filed suit against Dr. N. L. Johnson, and the patient, a woman, is being held as a witness.

According to information supplied by F. C. Dodds, secretary of the Board, Dr. Johnson's narcotic records do not balance very well. He can show where he purchased 8850 heroin tablets, and his files show that he has disposed of more than 14,000 to this one patient alone. Secretary Dodds and a special inspector spent weeks in collecting evidence, and it is stated that their findings are extremely damaging.

Three charges have also been filed against a

woman doctor for supplying the same habitué with narcotics, and seven charges have been filed against a Chicago druggist—five for filling narcotic prescriptions that were not dated on the day they were signed by the physician, and two for failure to record on the prescriptions the date on which they were filled.

Taken altogether, these cases are to constitute tests of the new State narcotic law—a law very similar to the Federal Harrison act.

* * *

A TESTIMONIAL TO DR. WM. C. ANDERSON. Friends and associates of Dr. Wm. C. Anderson joined in celebrating the Doctor's twenty-fifth year of continuous connection with the Brooklyn College of Pharmacy. The testimonial took the form of a dinner, the banquet and attending ceremonies



Dr. Wm. C. Anderson.

being held at the Elks' Club, Brooklyn, November 21.

Few men are better known in pharmacy than Dr. Anderson. He is chairman of the New York Pharmaceutical Conference, is an ex-president of the N. A. R. D., and has been president of the New York State Pharmaceutical Association. He is an expert parliamentarian with a special aptitude for debate: following these bents he has had a great deal to do with shaping legislation, local, State, and national. With all of this he is a teacher of the first rank. He was with the Brooklyn College when it opened its doors twenty-five years ago, and in 1902 he was asked to assume the

duties of dean, a position he has creditably held ever since.

Representative men from different parts of the country were present to assist prominent New Yorkers in doing the honors, and the scene was one of much gaiety and enthusiasm.

* * *

THE WM. R. WARNER CO. GOES TO NEW YORK.

We are living in a "big" age. About the middle of last month the treasurer of the Ford Motor Company was on the witness stand. Questioned about the signing of a \$24,000,000 contract he replied, "Oh, that's a mere matter of routine!"

So when we learn that the Wm. R. Warner Company, of Philadelphia and St. Louis, "abandoned a new \$500,000 building now under construction" in Philadelphia to go to New York and buy the \$1,000,000 structure once occupied by the B. Altman Department Store, we are inclined to accept the information as a matter of course.

But one of the points of significance is that the immense Warner business was started in a retail drug store. Moreover, the business is now in the hands of Henry and G. A. Pfeiffer and G. D. Merner, all of whom began their business careers in retail drug stores—the Pfeiffers in Cedar Falls, Iowa, and Mr. Merner in Allison, the same State.

Not very long ago the announcement was made that Wm. R. Warner & Co. had bought a controlling interest in the Richard Hudnut perfumery business. The Hudnut business is to be operated separately, as heretofore, but it will occupy a floor in the recently-acquired New York building, it is stated.

* * *

ROBBERIES ARE PARTLY RESPONSIBLE.

The jobbers in New York City are indignant over the charge recently made by Justice Cornelius F. Collins, of the court of special sessions, that "some wholesalers" are responsible for the traffic in narcotic drugs which has grown up in the "underworld" since the regular sources of supply were cut off by the enactment of the Harrison law. It is possible that an occasional jobber is not as particular as he might be in safeguarding the sale of narcotics, but we are convinced that the great majority of both jobbers and manufacturers would gladly dispense with the sale of narcotics entirely if physicians did not insist

upon their use and did not find them absolutely necessary in the practice of medicine.

Isn't it just possible that the narcotics more or less freely sold in the "underworld" come from the systematic thefts committed all over the country? It is more or less common knowledge, for instance, that one manufacturing house alone has suffered ten thieveries in its different branches during the last few months, while another has suffered eight. Usually anywhere from one to five thousand dollars' worth of narcotics are stolen at a time, and when these supplies are sold at extortionate prices to consumers, the profits are enormous.

If these losses have been suffered by two houses only, what must the thefts have been all over the country when we recall that there are about four hundred jobbing houses engaged in the drug business in the United States, not to mention nearly fifty thousand retailers?

* * *

DR. TAKAMINE TO ASSIST JAPAN.

Since Japan took its place among those nations which seek for the best there is in the way of knowledge and enlightenment, few opportunities have been overlooked. They are wide-awake in Japan, eager to embrace every opportunity tending to place them as a nation on a higher industrial and commercial plane. It is not a source of surprise, therefore, that a big dye industry is to be established: the government is to assist private interests in building up a business of this character.

Before making the start, however, Switzerland, France, England, and the United States were canvassed for suitable talent to collaborate with the government in putting the enterprise on its feet. Dr. Jokichi Takamine and Dr. Alcan Hirsch, both of the United States, were chosen.

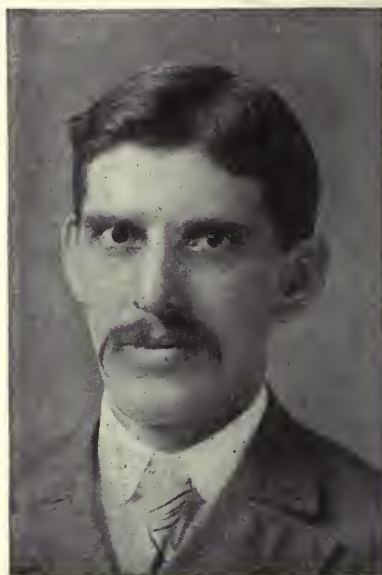
Dr. Takamine, it will be readily recalled, in his capacity as consulting chemist to Parke, Davis & Co. gave medicine the two products, Taka-Diastase and Adrenalin. He ranks high as a chemist and as an original investigator. Dr. Hirsch, though not so well known, is a scientist of note.

Drs. Takamine and Hirsch, who will sail for Japan November 30, were guests at a farewell dinner at the Waldorf, New York, about twenty of the leading chemists of the country being present.

SUDDEN DEATH OF MARTIN I. WILBERT.

A distinct shock was experienced when word went out that Martin I. Wilbert had died very suddenly on Saturday morning, November 25, of cardiac trouble. Funeral services were held in Philadelphia, November 28.

Mr. Wilbert was well known in pharmaceutical and medical circles. For a number of years he had been Technical Assistant, Hygienic Laboratory, United States Public Health Service. At the time of his death he was a member of the Council of the A. Ph. A. and of the Council of Pharmacy and Chemistry



Martin I. Wilbert.

of the American Medical Association, and he had filled many other offices in both bodies.

Before entering the service of the government, Mr. Wilbert was pharmacist at the German Hospital, Philadelphia, the institution in which he died. He will long be remembered for his unselfish devotion to what he thought was right and best in the upbuilding of pharmacy.

* * *

Sir Joseph Beecham, whose pills are sold in every country in the world, is dead at the age of 69. He was knighted in 1911 and made a baronet in 1914. His fortune is placed at more than \$140,000,000, the third largest in England.

* * *

Clarence O. Bigelow, a well-known New York druggist, suffered the loss of his wife late in October.

EDITORIAL

"PATENTS" AND THE DRUG TRADE.

For a number of years now the battle waged between the American Medical Association and the manufacturers of proprietary medicines has presented the picture of a continuous and dramatic struggle. It has been waged in the popular press. It has been conducted in the technical journals. It has entered into legislative halls.

Where does the druggist come in, and how are his interests affected?

There are no figures available since 1914, but during that year so-called patent medicines represented 53 per cent of a jobber's sales. Perhaps it may be said that not since 1890 have a jobber's sales in this class of goods amounted to less than 50 per cent of his volume of business.

There is no way of knowing how much of the retail druggist's volume of business is represented by patent medicine sales. It probably does not reach 50 per cent, however, for a druggist's activities are more wide-spread than are those of his jobber. Perhaps 33 1/3 per cent would be about right.

It follows, then, that possibly one-third of the druggist's business is involved in the controversy. What is being done to safeguard the druggist's interests?

Well, in 1913 a committee was appointed by the American Pharmaceutical Association which is known as the "Commission on Proprietary Medicines." It was contended at that time that the proprietary medicine issue could no longer be evaded; at least a thorough investigation of underlying principles and conditions must be made. That committee, consisting of James H. Beal, Martin I. Wilbert, John C. Wallace, Charles Caspari, Jr., and Thomas F. Main, with Dr. Beal as chairman, is still in existence and still working. Its first report was made in 1915; its second at the Atlantic City meeting of the A. Ph. A. in September of this year.

The commission felt that the first thing to do was to take some action towards separating the sheep from the goats. Perhaps, indeed, this was all that it would be necessary to do. If the evils in the industry could be remedied, the problem would be solved. To that end

the Commission drafted what is known as the Ten Declarations, these ten tenets "specifying the requirements to which proprietary package medicines should conform in order to render them suitable for direct sale to the general public."

These ten declarations were approved by the A. Ph. A. at its annual meeting in San Francisco last year, and a little later nine of the ten were approved by the National Wholesale Druggists' Association; but the longest step forward, perhaps, was taken when what virtually amounted to the entire ten provisions were incorporated by amendment in the by-laws of the Proprietary Association of America, the patent medicine men themselves thereby agreeing to live up to the standards outlined by the A. Ph. A. Commission.

The 1916 report of the Commission, presented at the recent meeting at Atlantic City, takes up a point that was not covered in its other report, that being the right of the pharmacist to deal in proprietary medicines. The Commission finds that there is a legitimate field for ready-made or package remedies intended for the domestic treatment of common ailments, provided they are appropriate for use in the particular affections for which they are recommended, and are not deceptively labeled or advertised or otherwise improperly exploited. Says the Commission: "It is the right of the pharmacist, sanctioned by custom and tradition, to keep such remedies in stock, whether manufactured by himself or by others, and to supply them to the general public on demand." A word of caution is interjected, however. The pharmacist "should refrain from usurping the proper functions of the physician, especially in regard to diagnosis."

We have, then, the right of the druggist to handle proprietary remedies justified by the Commission, and we have the assurance that reform measures are being initiated within the ranks of the proprietary manufacturers themselves. In the latter connection much that was objectionable, not only to doctors, but to druggists, is gradually being eliminated. The drug trade is being put in a position to offer a front without fear of being flanked, and a groundwork is being prepared for perhaps a number of defensive movements.

What will they be? Time alone can tell. Meanwhile it is but the part of wisdom for every man engaged in the retail drug business

to give the matter many moments of serious consideration; nor should he at the same time fail to appreciate to the fullest degree what has been done for him in a really constructive way by those leaders in pharmaceutical thought comprising the A. Ph. A. Commission.

IS THE DRUGGIST TO REMAIN?

You perhaps remember that we had an editorial in the BULLETIN last month devoted to the attempt being made by the American Association of Labor Legislation to force upon this country a wide-spread scheme of compulsory health insurance. More light now comes on the proposition from other quarters.

We find Dr. Richard Cabot and Dr. Alexander Lambert, men conspicuously prominent in the medical world, voicing the prediction that the physician as we know him will cease to be. That is to say, the independent physician, charging individual fees to his patients, master and controller of his own destiny, will give way to the salaried physician under the control of State or corporate regulation. The machinery that will produce this radical change will lie inherent in social insurance.

If the physician is to pass away as an independent man, so likewise will the druggist. Does the druggist relish the prospect?

The proposed laws, you will remember, are to provide protection against illness and accidents for all workers earning less than \$1200 a year. They will make provision for free drugs, free medical and surgical attention, free nursing, free hospital service, and the like. The drugs are to be furnished by dispensaries operated under the supervision of the social insurance commission in each State. Inasmuch as the scheme covers three-fourths or more of all the workers in the country, this means that three-fourths of all the business in drugs, prescriptions, and medical and surgical supplies will be taken away from drug stores as they exist to-day and will be deflected to these insurance dispensaries.

This also means, doesn't it, that large numbers of druggists will no longer be independent business men, but will revert to the status of clerks and will either be managers or employees in these dispensaries? Either that, or else the drug stores of the land will cease to be drug stores in fact and will in effect be-

come general stores competing with other merchandising shops of which there are already far too many. The prospect is scarcely a welcome one.

The druggists of America will not, we assume, give up their independence without a fight. As a matter of fact, economic independence, as the business of the world is now conducted, is a rare flower. The farmer is independent. The retail merchant is independent. Some classes of professional men are independent. Pretty nearly everybody else nowadays works for somebody at a salary and has to take orders. The druggist should realize his great good fortune. With a relatively small capital, and with a reasonable degree of ability, he may conduct his business as pleases himself, with complete freedom and liberty.

Does he want to give it up?

We assume that he does not, and we assume also that when these compulsory health bills appear this winter in various State legislatures he will be found resisting an inexcusable onslaught upon his independence. The State has no more right to sell drugs than it has to sell shoes—than it has to sell stoves—than it has to sell groceries. We don't want European paternalism in the United States. We can't have it; indeed, unless we run the serious risk of pauperizing and weakening the national character.

It is a significant thing that the American Federation of Labor is itself against this scheme of paternalistic legislation. Mr. Gompers and his associates don't want it. They realize that on the one hand it would weaken the character of the laboring man, and that on the other it would be impossible for the State to provide health insurance and medical attendance as cheaply and efficiently as they can be provided by private means.

A WIDENING BREACH.

Even a careless observer of drug affairs cannot fail to be impressed with a condition that is sure to result disastrously if permitted to go on unchecked. We refer to a spirit of unrest among drug clerks, on the one hand, and a certain critical attitude on the part of proprietors, on the other.

Employers complain of a shortage of competent clerks and of the high wages they are compelled to pay. They point out that profits are being reduced by reason of keen competi-

tion, that it is becoming increasingly harder to make both ends meet, and that they are compelled to expect more of their clerks in the way of alertness and intelligence than they did eight or ten years ago. Here and there a note of warning is sounded. It is contended that clerks are demanding more than the traffic will bear.

The clerks, in turn, are rapidly coördinating their forces. They have local associations, State associations, and a national association. Organizers are at work constantly, and occasionally the inference gets into print that in the end certain segments will become affiliated, en masse, with the American Federation of Labor. One concession demanded, and not without reason, is shorter hours.

What the outcome will be it is hard to foretell. But one thing is certain—the wider the gap grows the harder will it become to recement its two edges. It is a matter that demands serious consideration. The handwriting is on the wall. It will not do to ignore it.

NO CAUSE FOR ALARM.

There is no reason in the world why any druggist should feel unduly concerned about the changes made in the new U. S. P. and the new N. F. These changes are in no sense radical; and the fact that both books are, to a degree, invested with the solemn authority of law does not warrant a stampede to the tall timber.

As far as doctors' prescriptions go, the two Pharmacopœias—the old and the new—might be interchangeable, and no lives would be lost. The druggist need not fear a lack of coördination with the physician; speaking in a general way, doctors are not yet basing prescriptions on the new order of things. When they begin to do so, it is up to them to indicate the transition.

The change from the old to the new must come gradually. It would be the height of folly to expect a druggist to throw away tinctures made in good faith the middle of last August, say, and put in their places those in which a few minor changes in formula have been made by the revision committee—and do this at the drop of a hat. Jobbing houses and manufacturers are getting into shape as rapidly as they can, but it is slow work and many months must necessarily yet elapse.

Here is a case, surely, where the enforcement of the law must be tempered with reason. It is the understanding that it will be.

AS TO SCHOOLS OF PHARMACY.

Some rather interesting statistics were collected recently by Prof. R. A. Kuever in behalf of the American Pharmaceutical Association. They had to do with schools and colleges of pharmacy. It may surprise many people to know that there are 73 such institutions now existing in the United States, besides one-third as many more "unrecognized" schools described by Professor Kuever as "diploma mills" and "plugging courses."

Of the 73 regular schools, it is exceedingly gratifying to know that 42 of them hold membership in the American Conference of Pharmaceutical Faculties. At least this many institutions, therefore, are able to meet the membership standards of that organization, and are gradually working in the interests of higher and more uniform education.

Some data was collected from the schools belonging to the Conference, with reference to the amount of preliminary education demanded as an entrance requirement, and it was discovered that 35 per cent of the colleges require one year of high-school work or its equivalent, 33 per cent demand two years, 5 per cent three years, and the somewhat gratifying number of 26 per cent insist upon the completion of a full high-school course of four years. This situation is quite different from that which existed only five or six years ago, and it gives assurance that both preliminary standards and curriculum standards are gradually being elevated in sympathy with the broader educational evolution of the time.

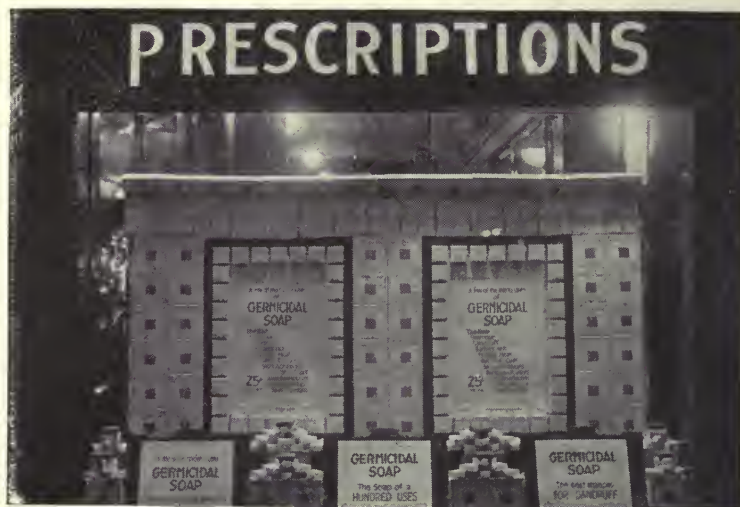
According to the *American Druggist*, the filing of a list of its holdings in California, as required by law, has revealed the fact that the United Drug Company owns a block of stock in the Owl Drug Company, a well-known Pacific coast chain.

Drug stores in Eastport, Maine, are closed on Sundays, the mayor having directed that the Sunday-closing law be enforced against all places of business.



A view of the sundries section, Diethelm Brothers' store, Toledo, Ohio. This store is large, and is elegantly furnished. The fixtures are mahogany.

An artistic window display in the same store.



Another view of the Diethelm store. A part of the perfume and toilet goods stock is kept in the cases built around the pillars.

The Model Drug Store, C. W. Hartwich, proprietor—a new pharmacy at Waseca, Minnesota.



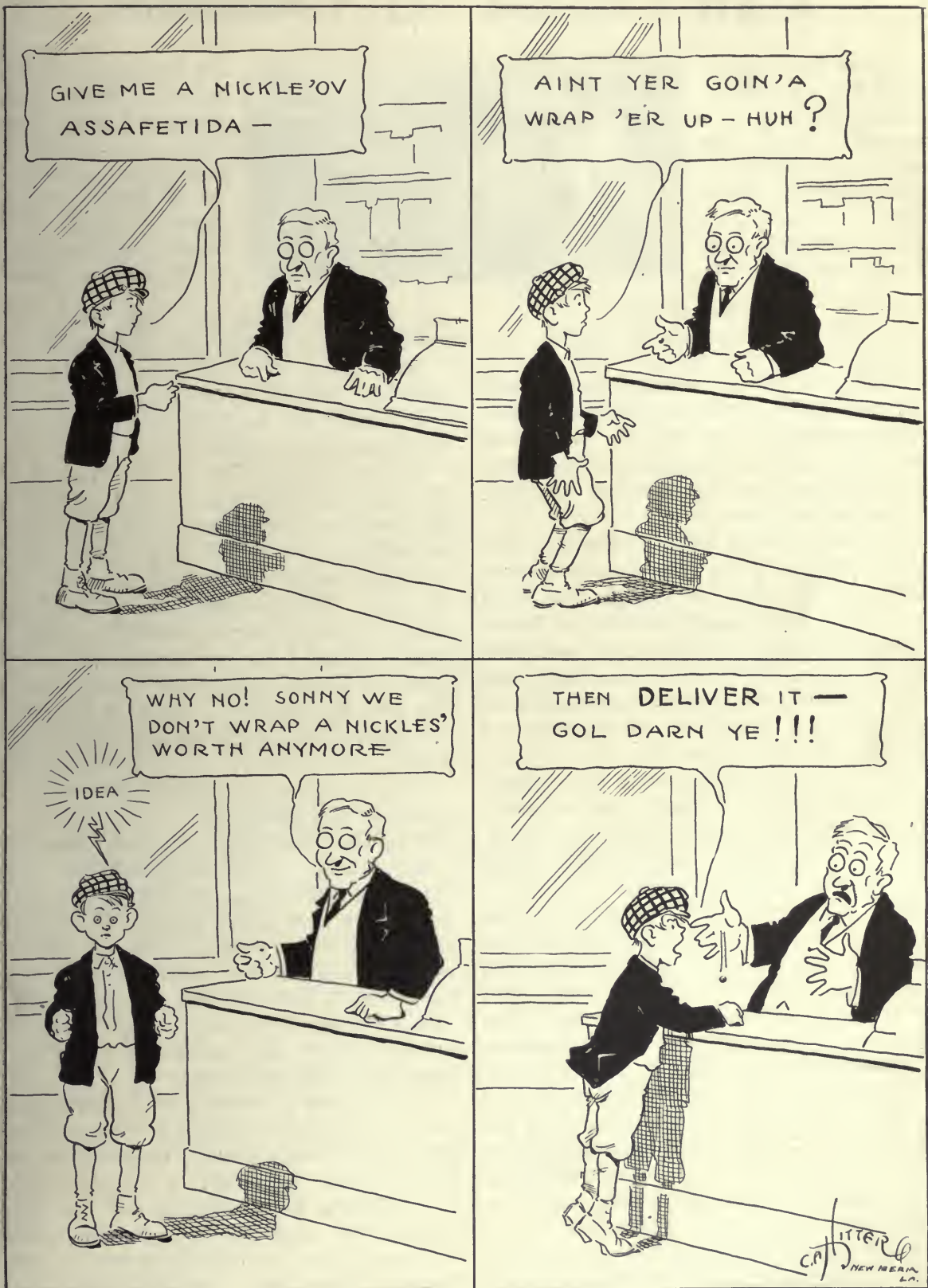
Commodore Remington at the helm! The other members of the party, left to right, are H.M. Whelpley, J. H. Beal, F. W. Meissner, J. A. Koch, S. L. Hilton, E. G. Eberle, and Arthur Remington.

Beautiful grounds and a fine residence—the home of C. F. Clay, druggist, Napoleon, Ohio.





Group pictures taken at the annual convention of the National Wholesale Druggists' Association held at Baltimore in October.



In his advertising, Druggist Brown makes a big noise about his delivery service.

How I Spent My Vacation.

A great many druggists feel that they are obliged to take their vacations vicariously. Well, here are three vacation stories. The employees of Parke, Davis & Company are given the opportunity nearly every year of compet-



ing for cash prizes, and we present the three stories that carried off the honors this season. Curiously enough, the prize-winners are all women: one employed at Detroit Headquarters, and the other two at the Branches indicated.

"AFT GANG AGLEY!"

BY MISS IDA GIBB, DETROIT, MICH.

I had made plans to spend my vacation with a party of six in Northern Ontario, the Highlands of Canada, but the day before we intended to start I was notified of the illness of my mother, and I immediately took the train for my old home.

The illness proved not so serious as I had feared; our family physician assured me that only care and time were required to bring about his patient's complete recovery. Relief from apprehension made me happy and quite in the mood to renew my acquaintance with old friends, and to make the acquaintance of those who had come into the neighborhood during my residence in the city.

And thus it came about that my vacation was spent in quite an unusual manner—studying the types with which I came in contact. There was opportunity enough; I did not find it necessary to range far afield.

The first to claim my attention was the family of our tenant, who occupied a half of the house into which our old home had been made when mother and father retired from active farm life some years before. Mr. Jamieson, a shy, quiet man, is a Scotchman but recently come, as he told me, "frae the auld land; a graun' country, but nae sae guid for puir fowk." His family consists of his wife and five children, the latter ranging in ages from nine years to one—four girls and a boy, who is the baby of the family, and the adored one, for is he not a "wee mon?"

Their wonder and delight in the farm animals, the big fields, the orchard and growing things, expressed in their cunning Scotch fashion, was a constant source of amusement; and their joy and pleasure in the "wee pigs

and chickens," a dog and some "bonnie kittens" would bring pleasure to any onlooker.

These things were all new to them, for while the father had farmed in Scotland he had worked for large landholders, and his family had lived in town.

Not all my entertainment came through the children, either, for I never tired listening to Mr. Jamieson, and usually managed to be at the well for a pail of water when he was going out, so I might say: "Good morning, Mr. Jamieson. Do you think we will have rain to-day?" just to hear him answer: "Weel, I dinna ken, but I hae me doots." Or, for the sake of a change, I might say, "Everything is very dry, Mr. Jamieson," and he would reply: "Me corn is fair burnit up, but I'm nae complainin'."

What would we do without the weather for a topic of conversation?

I had only been home a few hours when the young daughter of my old friend, Mrs. Beyr (or Nellie Little, as she will always be to me), came to the door with a pitcher of fresh buttermilk and a kind message. She had the dark eyes and hair of her father, but there was something in her voice and manner that carried me back to the happy days when her mother and I were schoolmates. What a mysterious thing is kinship!

A little later a woman, who owed mother some money, came bringing two eggs as part payment. She also brought two children, and they all stayed for dinner!

I wondered how much the debt had been reduced; but when they had gone and mother remarked, "I'm glad you gave them a good dinner. Poor things, I'm afraid they haven't much at home," I decided that the transaction was on the right side of the ledger, after all.

Our next caller was a stranger to me, but a

near neighbor, and at the same time came Mrs. Jamieson, who, unlike her husband, is socially inclined, and usually finds it convenient to make a call when she knows others are present. She is a kind, motherly woman, and in a short time had won her way into the hearts of the people. But mingling as she does with her neighbors has caused her to lose much of her native Scotch, and she talks more like those bred on Canadian soil.

I sat an amused listener to the conversation between these two.

"I hear Mrs. Jackson has gone to Toronto again," remarked Mrs. Page.

"She goes often," replied Mrs. Jamieson.

"Well, so she might, with a hired girl an' all them things she has to make her work light. For my part I wouldn't be bothered with all them new-fangled notions."

Turning to me she added: "You know the Jacksons come from the city, an' they're that stuck up they got a bathroom an' a big hog-head up to the top o' the house an' an engine to pump the water up into it, so it can run down—did ye ever hear the like? An' a furnace, an' a thing she calls a vakum cleaner; an' with it all she has to keep a hired girl. An' the engine makes her washin' machine go! I'd not keep a girl if I had all that. Yes, an' they got a kind a' stove that she says'll cook without fire, but I won't believe that till I see it with my own eyes"—

"I saw Mr. Jackson sprayin' his trees as I went doon toon the day," broke in Mrs. Jamieson with an evident effort to turn the trend of conversation a trifle. "I was sayin' to Archie he ought to spray oors."

"Sprayin' is all stuff an' nonsense," pronounced the other. "Last year we didn't have more'n three or four barrels of apples off the whole orchard, an' I jest said to Jim Page I was glad we didn't go to the expense an' trouble o' sprayin'. An' them apples wasn't fit fer anything but the cider mill, either."

Mrs. Page was blissfully unconscious of the fact that she was probably giving the reason for their lack of good fruit. Then, determined that I should not be cheated of the information I ought to have concerning the Jacksons, she continued:

"As I said, the Jacksons come from the city, an' they're that stuck up; but with all their style—would ye believe it—they haven't a carpet in the whole house; just mats—rugs, she

calls 'em. I'd have a carpet on my settin' room, if it was only a rag carpet. An' do ye know that with the furnace that they say'll keep the whole house het, they have to have a fireplace? An' the other night I was passin' there an' I see they had company, an' they had candles on the table. I'm sure lamps give a better light, but maybe candles is cheaper. I just said to Jim Page: 'Talk about style an' bein' in the fashion, but my grandmother had them things—fireplace an' mats an' candles!' I suppose you don't know 'em? They've only been here the last two or three summers?"

"Yes," I replied, "I know them very well; have known them all my life, for they were reared here and only went to the city after they were married. Mr. Jackson has been wonderfully successful in business, and I am very glad, for they are fine people and will make good use of their money. They were showing me their summer home when I was here a year ago, and I was much interested, for they told me that when he gives up the strenuous business life they intend to make this their permanent home. I think a very great deal of Mr. and Mrs. Jackson."

Mrs. Page suddenly remembered her home and work, and said: "Well, I must be goin'. I got to churn to-day;" and Mrs. Jamieson in her perturbation harked back to her Scotch phraseology: "An' I maun gang, the bairnies will be sair needin' me."

Then there was my mother's pastor, who came to minister to the sick but brought with him a heavy heart sorely in need of comfort himself. A few months before he had come to that country parish from a large eastern city which he had been obliged to leave for the sake of his own and his daughter's health. He had found the climate beneficial, but the lack of equipment for his church work and lack of sympathy and coöperation on the part of his people had almost broken his heart. Finding in me an attentive and understanding audience he told of his discouragements, and I believe the telling somewhat lightened the burden.

Every day a bit of sunshine came in with dear old Aunt Jane, who was "Aunt Jane" to the whole neighborhood. Rose-colored glasses sprang to my eyes when I heard her cheery voice say, "I thought I'd bring my knittin' an' set a minute."

She brought all the news of the neighborhood in her cheerful, chatty way. Gossip?

Perhaps so; but it was the golden variety, for Aune Jane never saw anything but the best in people. If the outward action were faulty, she was always sure a good motive was back of it. She told the sweet little things one likes to hear, and left one with a feeling that the world is a good place to live in after all.

My vacation story would not be complete if I failed to mention the long, restful evenings, when my mother had retired and our farmer friends were busy with their domestic cares and I sat alone under the stars and watched the moon rise and slowly and majestically make its way a little distance across the sky, while I listened to the sounds of the night: the twittering of birds; the call of Bob White; a boy whistling to his dog; a woman's voice in the distance calling "Ko boss! Ko boss!" followed by the tinkling of a bell, showing that the woman had been heard and answered; the conversation of two men sitting on a fence of the adjoining farm, talking about the crops, the market, the weather, and, when every other topic had been discussed, the European war.

And so the time passed quietly and happily.

ACROSS COUNTRY IN AN AUTO.

BY MISS ANNA McVICKAR, KANSAS CITY, MO.

This is the story of a long trip in an automobile—from the Mississippi to points on the Atlantic seaboard, and back again.

We started bright and early Saturday morning (at 5:30, to be exact), having "packed" our Heinie the night before. Across the front of the car was a banner—"Kansas City to Atlantic City."

As we made our way eastward, people would decipher this pennant and then stare at us, wondering, perhaps, if we'd won it in a foolish contest.

We carried a tent and a camping outfit along, and it surely was a delightful and an exhilarating experience to sleep out-of-doors. Our little fox-terrier pup had the time of his life. And so did we!

We bowled along peacefully until we reached a point just outside Zanesville, Ohio, where we had punctures in three tires all at the same time. Misfortunes never come singly, they say! We got out and did some patching.

And may I digress right here to tell about the accidents we saw—and one we experienced?

Well, just before we reached St. Louis (to go back a little) we overtook four men standing beside a big car that had skidded off the road into a ditch. The front axle was broken and one wheel was off. They had been there all night, they told us, waiting for the help they had sent for. No one was hurt.

But maybe they weren't angry because the repair man with extra parts didn't show up! One fat man, in particular. He finally declared that he was going to hunt up a farmhouse and go to bed.

Again, we came to a place where the country was hilly; mountainous, in fact; and a car just ahead of us, in attempting to turn out to make way for another car which it met, plunged over the bank. One man was badly but not dangerously hurt.

Another accident was quite similar—only



The author.

more so. Two cars went down a mountain-side, turning over and over. This accident occurred at a point remote from a town and in a district thinly populated; nevertheless a crowd collected from somewhere.

At another time, while we were making our way through a big city, a motor-truck got beyond control and crashed into a farmer's wagon loaded with sheep, calves, and produce, and truck and all broke through the railing and rolled down the hillside. The farmer and his little boy and both horses were killed instantly, and the driver of the truck had both legs and three ribs broken.

Finally it came our turn. As we were going

up a grade in Brownsville, Pennsylvania, a motor-truck came rumbling up behind us on "high." In turning to avoid a trolley coming from the opposite direction, the big, heartless thing crashed into our poor little Henry, knocking us into another car standing at the curb. All four of our fenders were smashed up, as well as both running boards.

However, we happened to be right in front of a hotel, and the guests bore witness to the fact that it was the other fellow's fault; so we were appropriately reimbursed.

But believe me that was some scare!

It took us just a week exactly to reach Philadelphia—Saturday to Saturday. Our electric lights had gone out in the middle of a storm in the mountains, but we lighted our side lamps and reached our hotel safely.

We stayed in Philadelphia for a while, and then went on to Atlantic City. When we arrived there it was simply pouring, so we put up the car and went into one of the pavilions to watch the ocean.

We started back by way of Baltimore, Washington, and Harpers Ferry; we had gone by the northern route through Gettysburg. And, by the way, as we were passing over the famous battle ground at Gettysburg, a big bee stung me on the arm. I don't know whether he happened to be the spirit of a departed warrior or not, but I do know that the sting gave me a pretty sore arm for a couple of days.

We spent two days at Washington, D. C., and while there we met Congressman Ruby, of Lebanon, Mo., who said our pennant made him homesick.

At Harpers Ferry we saw the old John Brown's Fort and were in the most terrific storm I have ever witnessed. The rain came down in torrents and the thunder and lightning were fearful. There is a most peculiar thing down there. The two rivers, the Shenandoah and the Potomac, flow side by side, the waters of each touching the other. One is muddy and one is clear, but neither mingles with the other.

We had had so little trouble on our way East that we turned homeward with no misgivings whatever. But we were soon disillusioned. From the time we struck the Alleghanies we had nothing but trouble.

To detail what it was all about would be tiresome. Let one incident only serve as an example and at the same time end the trip. At Marshall, Missouri, one of our tires blew

out. We couldn't get it vulcanized, so we ran the rest of the way to Kansas City, about 80 miles, on the rim!

OVER AN INTERESTING TRAIL.

By MISS EDITH M. MULLER, CHICAGO, ILL.

Quite uneventful and perhaps commonplace was our trip from Chicago to Detroit, from Detroit by boat to Buffalo, and then by rail again to Niagara Falls.

And quite commonplace without doubt would be my description of what we saw at Niagara. We will pass all that.

We found Montreal very interesting, with its un-American houses and French names. We visited Notre Dame Cathedral, an exact



On a rock at Niagara.

reproduction of the one in Paris, France. We each burned a candle for good luck.

All through Canada we saw many soldiers; and the two things most noticeable were their youth and their sober faces. We were told that Canada's finest young fellows have joined the colors. Service on the Canadian steamships is not up to the mark, owing to the scarcity of help.

By nine o'clock the next night we were speeding away from Montreal, awakening in Boston, "U. S. A." Of course the first thing which impressed us was the narrow, winding streets; the next thing was the proof of the city's highbrowishness, for pay-as-you-enter cars are labeled in Boston "prepayment." Be-

fore we had recovered from that shock, we passed a restaurant with the label "licensed victualer;" and a passing "cleaners" wagon was labeled "cleansers." As my bone-rimmed glasses had blown into the St. Lawrence and I had forgotten my dictionary, I probably missed a lot of things Bostonian!

There were many points of interest here. We took the historical trip which included Boston Common, Bunker Hill monument, Faneuil Hall, and the Charleston navy-yard. where we went aboard the famous "Old Ironsides."

Here also we saw battleships in dry dock, and regular submarines.

Returning, we were driven through the



Just giggling!

narrow streets of the original Boston, now the Ghetto. In this section the average per square foot is six children. To the amusement of our party, one youngster about eight years old took advantage of our having to stop a few minutes and imitated the lecturer. With his hand up to the side of his mouth he broke forth with: "Down the street—to your right—you see the home of—Paul Re-veré!"

That afternoon we took the residential trip, including Harvard University at Cambridge and the millionaire suburb, Brookline. At six o'clock that evening we left on the Fall River Line, en route to New York.

On Saturday morning we walked from the boat through a long shed and beheld New York. Immediately we were surrounded by porters, black and white, bickering to carry our baggage; and among them was a hackman who insisted that we hire his cab. He told us that a car strike had been called.

We considered ourselves lucky to have an

available hack and climbed into it. After we had gone about three blocks we thought pedestrians were laughing at us; and at the end of the fourth block we knew they were. We decided to leave our antiquated conveyance a block short of our hotel; and just then a street car crossed our path.

We had been hoodwinked!

We spent three days in New York touring the shopping districts, riding on the Fifth Avenue busses, the "L" and the subway. We went on a sightseeing trip to Coney Island and ate frankfurts on a long roll, just like the natives. We climbed three hundred steps to the top of the Statue of Liberty in New York harbor. Standing above the Goddess' right eyebrow, I was, indeed, dizzy in the head!

From New York we started on our return trip by way of Norfolk, Va. We had a delightful journey, passing many foreign ships as we neared Old Point Comfort. Before we even landed we heard a lady call to a passenger aboard our boat: "Wheah you-all goin'?" And we knew we were in the South.

An hour after landing we were on our way to Ocean View, styled in the ads "The Atlantic City of the South." Be that as it may, we thoroughly enjoyed our first dip in the ocean. We missed our boat and had to stay over until six the next afternoon.

We sailed up Chesapeake Bay that night, the water as smooth as glass—and a wonderful moon. About 11:30 we reached the Potomac River and landed in Washington, D. C., the following morning.

We spent two days here. We drove through residential Washington and then to all the buildings of the capitol, visiting the Treasury Building, the White House, the House of Representatives and the Senate.

The Senate was in session and the "Senator from Georgia" was on the floor.

While driving along the Potomac I said to the chauffeur: "I suppose you are busy all the year round?"

He said: "Oh, yes! People coming and going all the time. Some with lots of money, and some pikers. A lot o' these fellows working for a railroad come up here on a pass to see the town. They come up with a clean collar and a five-dollar bill, and they go home without changing either!"

The next day we started for home and, as the doctors say, made a "rapid and uneventful recovery."

OUR HOLIDAY SELLING CAMPAIGN

By FRANCIS FRAWLEY,
Bangor, Maine

December is the month during which we turn up a volume of business surpassing that transacted in any other three months of the year. The desire to buy is abroad in the community, and by the display of the right kind of Christmas merchandise we attract many new faces to the store; and a number of these persons always become permanent customers.

We begin planning in May and June for the coming holiday season, and it is in these months that we place the bulk of our orders for September and October delivery. Files are kept of all merchandise ordered so that we may know what we have coming and thus be kept from doubling up on any numbers. We start to rearrange our stock the last of September, and by the first of November everything is in readiness for the big holiday drive.

It is with this rush in mind that we make of the summer months a merchandise tryout period during which we are able to judge by their selling qualities what numbers are likely to go the best in December, and so judge our order additions. Throughout the year we carry lines of all things featured at Christmas, but we do not go into them so extensively, nor are we able to show them so effectively, because of the fact that our display space is given over to seasonable articles.

Our Christmas merchandise is grouped under the following heads: Silver; Leather; Ivory; Perfumes; Candy; and General Merchandise. Under these captions I will attempt to explain how each department has been made successful.

OUR SILVER LINE.

Sterling silver has been the nucleus around which we have built our fancy goods business, and though in some years it is superseded in popularity by other lines, it is always worthy of two display cases and one or more window displays.

We carry a complete line of toilet silverware, ten patterns in all, with about twenty items in each pattern. All pieces are bought separately, after which we make up sets of three, five,

eleven, and even up to twenty pieces in a case. The big feature of this line to the buying public is that the customer is able to match at any time the pattern he is collecting. This serves as an incentive for further purchases at other times of the year, such as birthdays, anniversaries, etc.

A pattern is "big" with us for three years, but after that we stock just enough to carry us along, depending on quick mail facilities from the factory to fill unexpected or large orders.

The first year of a pattern we play it up strongly and usually get enough people collecting it to pay us for stocking it thereafter.

We price silverware as we do all fancy goods, at a much lower mark-up than is usually observed. The line we carry is featured in a number of the mail-order jewelry catalogues, and to settle any question of price that the customer may bring up we always keep at hand price lists from the catalogue houses.

With this line we also stock silver frames, which are invariably big sellers; enameled novelties; tableware in novel styles; and other little knickknacks that look good.

LEATHER GOODS.

Leather goods is a hard line of merchandise to handle because of the continually changing styles, numerous types of finish, and overabundance of novelties.

We particularly feature such novelties as motor-trip books, desk sets, and jewel cases—anything, in fact, that happens to be new or distinctive. Traveling cases are really the only staple we stock, and observation shows that the better class of cases for women are selling as well as men's cases.

Before the war we had standing import orders with German and Austrian houses for those novelties that gained them such a foothold in America; but now we are having no trouble filling the gap with goods of American manufacture.

A sales plan we play up successfully with some of the higher-priced goods in our line is

perhaps worthy of notice. During the fall months we look through such magazines as *Vogue*, *Vanity Fair*, and *Harper's Bazaar*, often seeing pictured in them articles that we have in stock and which are emphasized as the "correct thing" in New York. By bringing a marked copy of one of these magazines to the attention of a prospect, it many times has the psychological effect of raising such merchandise to a higher plane in his—or usually her—mind, and tends to make the customer see that this is that ultra-distinctive thing he or she is looking for.

Of the higher grades of cases, desk sets, etc., we carry only one of a kind in stock. This fact appeals to those who are seeking the exclusive.

Besides these higher-priced numbers, we sell quantities of popular-priced articles, such as shine kits, folding shoe horns, coat hangers, drinking cups, etc.

Our leather department has six cases with lift-up tops, and the customers are allowed to browse among the stock without hindrance. Very often they find what they want themselves, and have the pleasure of viewing the new things without any interference from the salespeople. In this way, also, they frequently become interested in an article and come back later on to make a purchase.

IVORY STAPLES AND NOVELTIES.

Ivory (or, as it is sometimes called, Parisian or Persian ivory) is just now the biggest selling line we have, and we have been very successful with it. It is an attractive line to handle, as it is very diversified in quality and number of items, and also because the various items are particularly adaptable for display purposes.

We use two 14-foot show-cases and one 16-foot wall-case for display, and have none too much room. Our stock is large, but by having so many styles and prices we are able to satisfy almost any pocketbook.

Mirrors, brushes, and combs are, of course, the backbone of the line. We carry about fifty styles in mirrors and brushes, and as an appropriate number in other pieces as the divergence of the selling price allows. We have sets of three, five and eleven pieces made up, and sometimes when they are too high-priced, the clerk by a little tact can make up a set on a low-priced tray that appeals to the

customer. We also make up little combinations for window display at \$1.00, \$1.50, and \$2.00. These will often sell in place of a single piece.

In this department the main talking point is the low price we offer in comparison to the high type of merchandise. This line, properly worked, has been the greatest advertisement our Fancy Goods Department has ever received—because it is the most satisfactory and universally liked class of toilet accessories on the market to-day.

PERFUMES, IMPORTED AND DOMESTIC.

Perfumes, I imagine, still constitute the main Christmas department of many drug stores. And even though the "good old days," when anything put up in a fancy package would sell, are now on the wane, perfumes are still big factors in the business.

Before explaining some of the Christmas features of this department I will say that we stock about 100 bulk perfumes; about 50 sachets in ½-ounce and 1-ounce packages, and in bulk; about 125 different toilet waters; and about 150 talcum powders. Our Christmas stock is built around this representative showing.

We have always specialized in imported goods, which we order in the spring in large enough quantities to enjoy the discounts. In addition, we feature the most successful odors of American manufacture—those which offer us satisfactory profits and price protection.

We do very little with special holiday packages, judging by observation that people now buy perfumes more by reputation and quality and less by the appeal of a Christmas box. At this time of year we sell great quantities of bulk sachet powder and lavender flowers for fancy work. The higher grades of talcum are also good and we feature a large assortment, ranging in price from fifty cents to one dollar. Toilet waters and perfume atomizers are likewise in demand and very often they can be sold with perfume sales, thus swelling the total.

We have worked up a tremendous business in smelling salts, or bedroom bottles, offering packages of our own manufacture, retailing from 25 cents up to \$5.00, in innumerable shapes and sizes and in seven colors. They have been a potent factor in bringing us big business. We purchase ammonium carbonate by the barrel, use the best perfume oils obtain-

able, and employ only fast colors; so it is not surprising that we ship the bottles all over the country during the holiday season.

Our perfume department is successful as a Christmas gift field because of the reliability of its products, and because of the fact that perfume appeals to the harassed shopper as being always in good form.

CANDY AND GENERAL MERCHANDISE.

We do not specialize very heavily on Christmas candies, contenting ourselves by playing up the regular packages more strongly and by offering a more diversified box selection than at other times. We stock no fancy packages on which the purchaser pays a whole lot for the package and very little for the candy, but prefer to stand behind our selection of about 50 different packages as the best products of three different lines.

This makes our line of candy, in a way, a staple stock proposition, and only our special services are worthy of note. We offer by means of display cards, etc., to do up all packages for mailing with Christmas cards enclosed; and we also offer to deliver boxes of candy to any part of the city on Christmas morning. These little service helps meet with a ready response from the tired shopper.

When we find we can't satisfy a customer in any of the departments mentioned, as druggists we revert to our regular stock, which is the source of many acceptable suggestions. It is really surprising to note how many hot-water bottles we dispose of to be used as gifts for the sick friend or for Grandma; we sell more of the higher-priced nicked ones during Christmas week than we do in all the rest of the year combined.

Vacuum bottles and cases, fancy shaving sets, safety razors, structural toys for children, alcohol stoves—in short, articles from every department of the modern drug store can help to make "The Day" happy for some one.

WINDOW AND CARD WORK.

We run the Christmas window on a sort of schedule; that is, we plan in advance what the show cards and displays will be for the two months preceding the holidays. As we are decidedly cramped by having only one large window, it requires some figuring to say all we want to say on the display cards and to give our varied stock a good showing:

We usually play drugs, or rubber goods and medicines, for the first two weeks in November, so that our identity as druggists will not be lost. The third week it is advance Christmas showings, with cards calling attention to the newer things; references to our lower prices when compared with mail-order catalogue quotations; short slogans on the wide assortment and diversity of our stock, the dependability of our merchandise and the assurance that any piece can be duplicated or matched at any time; and finally, we use the plea for early Christmas shopping.

Thanksgiving week this display gives way to a candy window, trimmed with reference to the day. This comes out Thanksgiving night, and then the big drive begins in earnest, as the real holiday shopping season is supposed to start the following Saturday. We find, however, that buying can be stimulated two weeks earlier, so we have the store ready for it by the middle of November.

We use price tickets extensively in the window and find them to give splendid returns. For display cards we use air-brushed ones in accordance with the season, displaying them at the fountain and in all parts of the store.

The Christmas window is changed in part every night during the final three weeks and slow-moving goods forced, or something that is selling beyond expectations taken out. Hundreds of sales are made directly from the window as a result of the price tickets. We have found it a good plan to have a clerk near the door ready to answer questions regarding prices and assortments, for many people—especially young men—are rather timid when it comes to choosing Christmas purchases.

The good-will of a drug store in a small city thrives only in proportion to the number of satisfied customers it has, and for that reason everything we offer at Christmas is sold with the understanding that it may be exchanged or returned. We are called upon to make an adjustment after Christmas on but a very small portion of a per cent of our sales. We try to make our Christmas merchandise as dependable and as high grade as possible, and the fact that people recognize it to be a part of our regular stock breeds confidence in the store.

Christmas lines have been revolutionized in the last few years, and in place of the foolish and trashy goods of days gone by it is now the more sensible and practical gifts that appeal.

HOW A DRUG CLERK BECAME A BONANZA FARMER

By H. D. MOSS,
Norfolk, Nebraska

No doubt every drug student has dreams, when he first enters college, of the day when he will be the proud possessor of a pharmacy of his own. But where is the student who ever dreamt of owning a Montana wheat farm?

I, at least, didn't have the latter conception of what might some day come to pass. I have one, though, and it is under cultivation.

One day (I was in a store then, clerking) a friend asked me if I didn't want to make a trip with him to look over some land. I had the right kind of boss, and he let me go.

To Central Montana; that was the place. I went only as a companion and as a sightseer,



An abundance of sky.

I thought. But I soon opened my eyes wide and began to do a little thinking.

The result was that when we returned home we had signed up for a piece of land that would take all the earnings I could possibly save from my drug-store job in the next five years to keep the payments going; and many a show and other entertainment have I missed because of that piece of real estate. Some meals have been even rather abbreviated, too—perhaps to the good of my stomach.

In order that we be not classed as land sharks, just buying because we believed the land was going to increase in value and selling as soon as it did, we set about making it more valuable by making two green things grow where there had been one, or less. We hired

a large portion plowed and rented it to crop, wheat being the proper thing in that part of the country then as well as now.

LETTING GEORGE DO IT.

For two years we let the other fellow work it, paying us a portion of what he raised for the use of the land. This gave us time to learn how to farm, and to learn whether it would really be profitable or not.

To our entire satisfaction, the venture proved a winner both years; so at the beginning of the present season we decided to try farming it ourselves.

On the second day of June, 1916, therefore, I took the first train from Norfolk, Nebraska, to Billings, Montana, with the idea of investing in a tractor of some kind and tackling the farming proposition in dead earnest. I intended to invest in one of the small machines, like they are successfully using down East, and was firmly convinced that we were going to show those Western fellows something about economy in tilling the soil.

I got somewhat of a setback, however, when I met the manager of one of the big tractor companies at Billings and he told me we didn't want the little fellow at all, and couldn't get it, even if we did. He pointed out that the mountain soil was too hard for the small machines of the East, and that the expense of operation would be too great, since it would take just as many men to run a little machine as a big one.

He took me out into the country to see one of those giant tractors at work, and there we found two men plowing twenty-five acres a day, for which they received \$4.50 an acre.

It all looked pretty good to me, so, after consulting with an old friend who told me I couldn't lose if I chose a good machine, I told the foreman to oil up a tractor so we could get onto the road with it.

After having slept on the proposition that night, however, I felt so shaky about the job that next morning I went to the manager and asked him how much I owed him to call it all off and settle up right where we were.

I DECIDED TO GO ON.

If ever a big Irishman got busy, that manager certainly did at that time. He told me that I just had a bad case of cold feet, and that it would soon pass over if I only kept a stiff upper lip. In fact, he came so near calling me a coward that I decided to stay in the fight.



The modern way.

We spent the morning getting tent and grub stake for three persons, and on June 6 we pulled out for Billings with the outfit, weighing in the aggregate 27,000 pounds, booked for a trip over the mountains of nearly one hundred miles.

Being an internal combustion engine, our machine needed lots of babying for the first few days, until all bearings were sure of getting proper lubrication. At the end of the first run of six and one-half hours we found ourselves twenty-three miles from town and everything in good shape; and at the end of three and one-half days were on the farm, ready for business.

It was all uneventful to the man at the wheel, but for the fellow used to waiting on the people in the store the trip was full of novelty. To go puffing along over the rocky mountainous roads and see the cattle, sheep, and horses, to say nothing of the numerous wild animals, take note of this strange thing passing before them was interesting indeed.

A HAIR-RAISING EXPERIENCE.

The numerous culverts and little bridges taxed our nerves, but we passed over them without doing any damage, either to them or to the machine.

The only real hair-raising incident of the trip was when we were getting near the top of the Bull Mountains. We were making a

long, hard pull, climbing a very steep incline of something over a half-mile, when we saw coming toward us a large touring car, such as you seldom see, except in the cities and mountainous countries.

The machine was coming at a high rate of speed, which was quite natural, as they "go some" out there; but we had no idea that it would try to pass us at such a gait.

Whether their brakes wouldn't hold or whether their behavior was due to reckless driving I do not know; they came on at full speed, missing the engine by a hair, and coming to a stop only by running onto a ridge which raised the machine clear off its wheels.

The five occupants were still in the car, save one man, who jumped a few rods back, rolling down the mountainside in the dust, preferring a chance like that to being bumped into a mass of steel the size of our tractor at forty miles an hour. The lack of color in the other faces showed the wisdom of getting out early, as he had done. I wouldn't have given much for their chance of life for just a few moments.

RATTLERS AND NIGHT SOUNDS.

This incident added excitement to the trip, which otherwise we found to be rather grueling, especially to one unused to physical labor.



Engine, disc plow, and oil wagon.

When it came night the writer was perfectly willing to let the tractor driver get supper; and just as soon as it was over he spread the tent down and rolled up in it to keep the cool mountain air out—also the rattlers. The well-earned rest was broken only at times by the night-howls of the numerous wild animals.

For the benefit of those interested in figures, I will say that the trip of one hundred miles took three and one-half days, 180 gallons of

kerosene at 13 cents a gallon, and 10 gallons of lubricating oil at 30 cents a gallon. By rail it would have taken just as long, the freight would have been at least \$100, and we would then have been twenty-five miles from the farm.

Getting on the ground, it took us a day to get everything organized. We pitched our tent in the side of the field nearest water, and found a neighbor who would furnish us with bread, butter, and eggs, the only items we had not supplied ourselves with in the way of eatables.

We soon found that with good weather we could expect to turn about fourteen acres of that hard mountain soil upside down each day. When rain came we had nothing to do but keep comfortable, as our engine didn't have to be fed when it didn't work.

THE SOIL AND THE PROCESS.

The soil is very similar to the wheat land of New Jersey. It has lain there so long with no stirring and has been packed by the hoofs of countless cattle, sheep, and buffalo so much that it is just about as hard as virgin soil can be. Plowing it with horses would be out of

the question, or at least has proved so expensive as to be prohibitive. The result is that the tractor is doing the work. Often a dozen of them may be seen puffing away, all in vision at once, pulling plows, discs, and drills of the most improved type.

After plowing in June and July, we go over the ground with a double disc, engine pulled, sometimes covering a strip thirty to forty feet wide; then come the seeders with the harrow. This completes the operations required to put in fall wheat, and the only thing to do is to keep the stock off and harvest the crop in the fall.

Harvesting is sometimes done with horses, but on the large fields with engine power, one machine pulling several binders at a time, doing the work at a great deal less expense.

This is what is known as bonanza farming, making some men rich and breaking others just as quickly. Most of the farmers are making money, and lots of them spend more than the average man in the East sees—and then still have money left.

I hope soon to be able to write an article for the BULLETIN, telling how we came out from a financial standpoint. We don't know yet.

FROM THE COMPANY'S EMPLOYEES.

A railway surgeon in India sends us some curious messages he has received from time to time from the company's employees:

1. Honored Sir—I am suffering from fever and swelling on my whole body, and my legs, too, are swelled up. Please take trouble to see me.

2. I beg to inform you that I am suffering by too much hot fever, but just now it is subsided somewhat, and there is much perspiration, and my legs are trembling like riding horse. First comes cold fever and then it becomes hotting. Inside is somewhat defected.

3. Now I am better by eye-sore, but my head is too much paining in the back side part.

4. I tell you truly, Sir, that I am really sick. Mr. Sprunk has refused leave, and if you don't certify, I will die like a dog, and my father will be issueless.

5. Sir—Now I pray that you will make me cure soon because I am a very familiar man.

6. I beg to inform your honor that dead rats found in menials' quarters. I have ordered porter to vacate at once. Now two more rats found, out of which one is off and the other in death-bed. Please send medicine.

7. Wife lingering, near to next world. Come soon to prevent good-bye.

HOW TO KEEP FARMERS' TRADE FROM GOING TO THE GENERAL STORES

Monthly Department of
PRIZE QUESTIONS AND ANSWERS

PRIZE ARTICLE: MEETING THREE CONDITIONS.

By FRED BORTH.

Three conditions, I believe, are responsible for the inclination of farmers to give their business to general stores. They are:

1. General stores carry the goods the farmer wants.

2. They advertise the goods direct to the farmer.

3. They aim to convince the farmer that their prices are "right."

If we, as business men, are to get and hold the rural trade we must work along similar lines.

One line of goods that every farmer needs, and one that is featured by nearly all general stores, is an assortment of stock and poultry foods. With this line is included, of course, such articles as dips and disinfectants, distemper remedies, worm powders, lice powders, healing and dusting powders, and powders for the treatment of heaves.

In our store, the first move toward securing the farmer's trade on these articles was to obtain the agency for a well-known, reliable and reasonably-priced line, and our next was to push and guarantee the various items to the limit. The manufacturers, Drs. Hess & Clark, send business-pulling letters to the several hundred farmers on our mailing list at different times during the year. Each letter contains a coupon good for free samples.

MANUFACTURERS' HELPS.

We also handle Parke, Davis & Company's dip and disinfectant, which are sold exclusively through druggists, and we find the manufacturers to be very liberal with advertising matter and samples for distribution at our county fair.

During the fly season we take a hand sprayer and spray "fly-chaser" on the teams of horses with which the farmers come to town.

In this way we advertise the sprayer, the chaser and store all at one time. To do such work requires considerable time and puts us to

some trouble, but we feel well repaid for our efforts because they have served to bring the farmer to our store—and to keep him away from the general store.

Another line that is carried extensively by general stores is school supplies—books, tablets, pencils, crayons, erasers, etc. Almost all of the directors of country schools are farmers and to get their business we send them carefully-worded letters at the opening of each year. The letters call attention to the wide variety of goods carried and end up with an appeal for the directors' book and supply trade.

We also advertise widely that with each dollar purchase of school books or supplies we will give, free of charge, a substantial waterproof school bag. The bag has our advertisement printed on both sides and costs from ten to twelve cents when purchased in five hundred lots. Hundreds of schoolchildren in the rural districts, carrying the bags to and from school every day, constitute a series of advertisements that are decidedly worth while.

REDUCED PRICE COMBINATIONS.

Still another drawing card that is used to attract trade to our school supplies' department is the offer of special reduced price combinations. A five-cent tablet and a five-cent pencil for only one nickel usually causes a decided jump in our sales records.

As a class farmers are bargain-hunters, and by holding out special price inducements on certain items we have increased the number of our rural patrons appreciably. In our wall-paper department we find it advisable to advertise a leader—a double roll of paper at six cents, for instance. An offer of this kind brings the customer to the store where the opportunity is given to talk—and quite often to sell—the better grades.

For a number of years we have sold two five-cent packages of chewing gum at the price of one, frequently buying the gum in hundred dollar lots to meet the lively demand. Many farmers and farmers' sons (we're building for

the future) have been brought to the store by this offer.

Almost every one believes that the drug store can be depended upon to carry the best grades of spices, flavoring extracts, canning acid, talcum powders, etc. We hear down on this point in our rural advertising, and the result has been that we're getting much of the trade which formerly went to the general store.

A CONCRETE HELP.

Advertising and special price inducements alone, however, will not make the farmer a permanent and profitable customer. If we are to continue to hold his business we must take an interest in his affairs; we must get out and become acquainted with him and his family.

We have found it a good plan to attend outings or meetings at which the farmer is present and to show him in concrete ways that we are really interested in his welfare.

Last year the Hessian fly and other causes did much damage to the wheat crop here. By a little extra effort on our part we secured the services of a government inspector, who looked over the situation and gave his advice. Then we sent for a number of government bulletins describing methods of getting rid of the pests and distributed the bulletins among the farmers.

We are always glad, and tell them so, to get for the farmers any government bulletin relating to their farm problems.

We have free ice water for the farmer in the summer-time; and a warm stove and a warmer welcome for him during the winter months.

Such services as these help. They help us to get acquainted with the farmer; they help to make him read our advertisements; they help to bring him to our store.

After that it is up to us.

SHOWING REAL INTEREST IN FARMERS' AFFAIRS.

By E. C. STULTS.

Sufficient capital is, perhaps, the first essential for the druggist who wishes to prevent general stores from capturing the major part of the farmer's "drug" business. Unless a druggist has stock enough to supply every practical need—large or small—of the farmer, he

cannot expect to cope with general-store competition.

Many people, especially those whose business it is to sell it, consider that advertising is the best means of reaching the country trade.

To a certain extent, that is true. But the most effective advertising, however, is the kind that cannot be bought; it must come through the druggist himself and through his knowledge of the people with whom he is dealing.

One of the best means I know for swinging the farmers' trade is to go out among them and show a real interest in their affairs. If you own an automobile or a horse, ride out into the surrounding territory and fraternize with the men you meet. Talk to them in a friendly fashion, and before leaving, if you can do so in an inoffensive manner, hand the farmer your card and call attention to the many things in your stock which are in constant demand with him.

WIDE STOCK RANGE.

Many farmers don't realize the extent of the modern drug-store stock and consequently go to the general store for items that are regular stock in trade with their druggists. A little first-hand information will set them right.

Sometimes it happens, however, that the farmer takes it for granted that the druggist carries "everything," and his demands are likely to be for anything from a window-pane to a preparation for relieving pain. Only recently I had a call for shoe-tacks from one of my old-time rural customers. I got them for him from the hardware store next-door, and he went home satisfied that our stock was indeed a complete one!

Large attractive billboards at the entrance to the town, and smaller ones for a distance of from ten to fifteen miles out in the country, help keep our store name in mind. If the boards carry cleverly worded notices calling attention to featured products or to special services, results are usually quite gratifying.

We have also found that rural patrons appreciate receiving calendars. We send these out just before January 1 of each year to every farmer within thirty miles of the store. A circular letter goes with each calendar inviting the recipient and his family to call at the store whenever he or they are in the city. The letter also includes a list of the lines of goods carried in stock together with the assurance that all

orders, whether mail or personal, will be filled with quality goods at just prices. In closing, the letter extends to the farmer the store's best wishes for a very happy and prosperous New Year.

When the farmer, attracted by this or any other means, finally comes to the store he must be treated in a manner somewhat different from the way in which a city customer is handled.

He should be met in a pleasant manner and, in many instances, given a warm, hearty handshake. If he can be called by name, so much the better.

His wants should be attended by the proprietor, if possible, or if not, by a thoroughly-posted clerk. This is important, for if the clerk has to confer privately with the proprietor to ascertain the quantity price of an article, the customer is likely to suspect that the store is not a one-price one and that he is not getting the lowest quotation.

After the sale is completed it is a good idea to offer to store his purchase, as well as any other packages he may have, until such time as he is ready to start for home. Courtesies of this sort require only a little forethought and remembrance of them will create a favorable impression in the mind of the customer and lead him to tell his neighbors of the treatment received.

"Square dealing" is of the utmost importance in gaining the confidence and support of the farmer trade. The one-price-to-all policy should be adhered to rigidly, as the granting of the so-called "special privileges and prices" will sooner or later leak out and cause those who are discriminated against to take their trade elsewhere.

The use of big words or high-sounding

phrases must be avoided. Once the farmer believes that the druggist is "talking over his head," loss of trade is sure to follow.

Establishing a drug store as "farmers' headquarters" is not an easy matter, but it can be accomplished. Using the right kind of advertising, showing a personal interest in the farmers' welfare, and the holding out of suitable merchandise rightly priced, are the prime factors in getting the proper start.

RECIPROCITY.

By J. S. McNAIR.

When the farmer needs a bottle of liniment he comes to us, as druggists, for it. We are glad to see him come into the store. We take his money with a cheerful "Thank you." If we do not know him, we ask him his name and where his farm is located. We endeavor in various ways to make him feel that we are really interested in his welfare.

But isn't our interest in him only make-believe?

Do we ever think of him after he leaves the store?

We should; for turn about is only fair play.

So why not, the very next time our family needs a few dozen eggs or a good-sized piece of pork, drive out to that farmer's place, make our purchases, and pay cash at market prices—as he does when he requires liniment or some other article we carry?

If we will do such a thing, it's a safe venture to say that the farmer and his family will talk of our visit for days. They'll tell their neighbors about it, too. All of which is fine advertising for us and for our store.

I believe in pursuing such a course in order to cement close acquaintances along the roads

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. What is the best way to build up a surgical supply and emergency business?

Submitted by George A. Stall, Baltimore, Md.

2. What can a store do to get the foreigners' trade?

Submitted by Raymond C. Evans, Thompsonville, Conn.

For the best answer to either of these questions we shall award a prize of \$5.00. Other answers, if printed, will be paid for at regular space rates. Every answer should be at least 500 words long and in our hands by January 10.

leading out of my town. I would not be satisfied, however, until I could call by name every farmer living within a radius of at least ten miles from my store.

While making these trips into the country I would try to work up business on a good line of remedies and household preparations. If possible, I would make these trips regularly; and where I couldn't sell goods or take orders I would leave samples—and good-will.

I would meet with the farmers in their grange halls and learn of their likes and dislikes—if I had the time.

I would help organize a boys' and girls' club and draw its membership from the farmers' families. The club would be divided into two or more divisions to be pitted against one another for the production of big ears of corn, the growing of fine stock, etc. Prizes for the best results would be distributed from my store—if I had the time.

By following such plans it wouldn't be long before the farmer trade would begin to come my way—and the bugaboo of general-store competition would gradually fade away.

INJECTING THE PERSONAL ELEMENT.

By TOM HALL.

Unlike the town or city customer, to whom the buying of drug-store articles is more or less of an impersonal transaction, the farmer prefers to deal with the druggist who takes a personal interest in his wants and who is willing to explain in detail the merits and uses of the merchandise in question.

Accommodating rural patrons and taking pains to give them the exact information desired has helped us materially in our efforts to build up a satisfactory country trade.

As a concrete example of how such a plan works out, the following is typical: A farmer's wife came into the store one day and called for five cents' worth of saccharin. When I handed her the packet she asked me if the quantity was enough to sweeten one gallon of vinegar for making pickles.

The question was new to me, but I told the woman that if she did not mind waiting a few minutes I would find out what was the correct proportion.

She gave her consent and I ran out of the door and up the street to the house of a customer to whom I had sold some saccharin a few days before. After getting the desired information I hurried back to the store, where I was thanked profusely by my customer.

Before leaving, however, she expressed her gratitude in a more substantial way by purchasing a package of bird seed, a box of fish food, and a package of stock powder—articles which she could have obtained at the general store.

This woman had never before been a regular customer, but since the time I made a special effort to help her both she and her family have made frequent purchases at the store.

ANOTHER ILLUSTRATION.

Another case in which the extending of a slight accommodation gained us a regular customer is that of a woman who lived about twelve miles from our store. She was unable to obtain a package of fish food from the country store in her vicinity, and for that reason called our place of business on the telephone and asked me to mail her a package. She also requested that we trust her for the purchase until such time as she came to town. As her name was familiar to me I told her that we would be glad to extend the courtesy.

In a few days she came in and paid me the dime. Of course the postage and wrapping cancelled the profit on the sale, but the accommodation gained for us her good-will, and she is now a steady customer.

When a farmer evinces a desire to talk we endeavor to put him on an easy footing by discussing subjects with which he is familiar. We inquire as to the condition of his crops and ask him what he has planted, etc. Then we listen attentively to his replies—even if we are not particularly interested. Such attentions on our part are not hard to give and they often create good-will that can be turned to financial advantage.

It's mainly a matter of putting the farmer customer at his ease and assuring him by our actions that he will be helped in every possible way. Then when he wants a box of stock tonic, a package of poultry food, or a bottle of flavoring extract he will come to us instead of going to the general store.

AN EFFECTIVE CHRISTMAS WINDOW

By ARTHUR A. HAAS,
Freeport, Illinois

It is a fact that Christmas windows, if they are to be effective, require a lot of work. Every line of trade "springs itself" to make a good showing for the holidays, and a display, in order to hold its own, must be unusually attractive.

In the window shown in the illustration, the background was composed of navy-blue cloth.

and these, too, bore their burdens of snow. The fence was easily arranged: small posts and Dennison's silver wire.

In the yard I arranged a little sign, which I changed twice a week.

To get a night effect, when the electrics were turned on, I covered the incandescents with blue tissue-paper, thereby getting a softened



The stars were Dennison's, all sizes being used. They were, of course, attached to the background. The moon was home-made.

The house needs no description; it was made of cardboard and painted. The roof was covered with cotton to represent snow; and the floor of the window was treated likewise. Artificial "glisten" was sprinkled about.

The trees were small branches of evergreen,

glow. Inside the house a small light burned, this being uncovered, thus, during the evening, casting its yellow rays through the windows.

We liked the window very much. Its appeal was delicate, rather than outspoken. There was no red-faced Santa Claus in evidence—an idea that is excruciatingly overdone, it strikes me.

BOARD QUESTIONS ANSWERED

A MINNESOTA EXAMINATION.

(Continued from the November BULLETIN.)

13. What is the official Latin name for lime water?

Liquor Calcis.

14. How is lime water prepared?

The official directions are as follows:

Slake 12 grammes of lime by the very gradual addition of 400 Cc. of distilled water, and agitate occasionally during half an hour. Allow the suspended particles to subside, decant the supernatant liquid and reject it. Then add to the residue 3600 Cc. of distilled water, agitate thoroughly, let the mixture stand for 24 hours, agitate again, then let the coarser particles of solid matter subside, and pour the liquid, holding the undissolved calcium hydroxide in suspension, into a glass-stoppered bottle. From time to time shake the bottle, so as to keep the solution saturated. Pour off the clear liquid when required for use.

15. What is the object of keeping undissolved lime in a lime-water stock bottle?

To insure a completely saturated solution at all times. This is assured if the bottle is shaken from time to time.

16. (a) What liniment contains lime water? (b) How is it made?

(a) Lime liniment.

(b) By mixing by agitation equal parts by volume of lime water and linseed oil.

17. (a) What is the official Latin name of mercurial ointment? (b) How does it differ from blue ointment.

(a) Unguentum Hydrargyri.

(b) Mercurial ointment has a higher mercury content than does blue ointment. The latter is made by diluting 670 parts by weight of mercurial ointment with 330 parts by weight of petrolatum.

18. Why is benzoinated lard used in making ointments?

Benzoinated lard is less liable to rancidity than ordinary lard. It is superior to many other ointment bases when a readily absorbable base is required. It is also cheaper and better suited to mix with many medicinal agents than are certain other bases.

19. What are tinctures?

Tinctures are solutions of non-volatile or only partially volatile substances, in liquids other than simple water or glycerin, and which invariably contain alcohol. While tinctures are usually assumed to be solutions of vegetable principles, this is not the case in all the official tinctures; two of these, the tinctures of iodine and ferric chloride, are solutions of inorganic substances, and must also be classed as exceptions to the rule that tinctures are solutions of non-volatile substances.

20. State by what different methods tinctures are made and give an example of one made by each process.

Tincture of capsicum is made by percolation.

Tincture of ferric chloride is made by solution.

Tincture of aloes is made by maceration.

Tincture of quillaja is made by decoction.

Tincture of poppy is made by digestion.

CHEMISTRY.

1. Define the science of chemistry and chemical change.

Chemistry is the science that investigates the composition and structure of matter. It is that branch of physical science which treats of matter considered as composed of atoms and of the relations of one kind of matter to another.

A chemical change is a change of chemical composition and structure—a change of atomic linking. Whenever any substance undergoes a chemical change its very identity is lost, and it becomes another kind, or two or more other kinds of matter. Its own distinctive molecules disappear and new and different molecules take their places. Thus when water is decomposed into its elements, hydrogen and oxygen, this change is a chemical change because the molecules of hydrogen hydroxide cease to exist and molecules of hydrogen and oxygen take their places.

2. Explain what is meant by the terms "atom" and "molecule."

All matter consists of indivisible and, therefore, undecomposable particles called atoms. An atom is consequently the smallest particle of any element that can enter into the formation of any kind of compound matter.

Molecules are the smallest particles of matter which are capable of separate or independent continued existence, or subsistence. They may consist of one or more atoms; but molecules consisting of single atoms (monatomic

molecules) are extremely rare. Elemental molecules are molecules consisting of but one kind of atoms. The chemical elements, or the several kinds of elemental matter, consist of elemental molecules. Compound molecules, or chemical compounds, are molecules composed of more than one kind of atoms, or of two or more elements.

3. (a) How many atoms in a molecule of NH_3 ? (b) Give molecular weight and state what elements unite to form the molecule.

(a) Four.

(b) The molecular weight of the molecule of NH_3 is 16.93. One atom of nitrogen and three atoms of hydrogen unite to form the molecule.

4. Why is potassium iodide added in the preparation of tincture of iodine?

Mainly for the purpose of retarding the formation of hydriodic acid; it also prevents precipitation when the tincture is mixed with water.

5. What is the chemical name and formula for (a) Epsom salt, (b) heavy calcined magnesia?

(a) Magnesium sulphate, $\text{MgSO}_4 + 7\text{H}_2\text{O}$.

(b) Heavy magnesium oxide, MgO .

6. What is the chemical reaction in the preparation of solution of citrate of magnesia?

Acid magnesium citrate, carbon dioxide and water are formed when magnesium carbonate, citric acid and water are brought together in proper proportion. The equation is as follows: $(4 \text{ MgCO}_3 + \text{Mg} (\text{OH})_2 + 5 \text{ H}_2\text{O}) + 5 (\text{H}_3\text{C}_6\text{H}_5\text{O}_7 + \text{H}_2\text{O}) = 5 \text{ MgHC}_6\text{H}_5\text{O}_7 + 4 \text{ CO}_2 + 16 \text{ H}_2\text{O}$.

7. Give a chemical test for the identification of a "carbonate."

The addition of an acid to an aqueous solution of a carbonate will cause a strong effervescence due to the liberation of carbon dioxide.

8. Give a chemical test for a "chloride."

When a test solution of silver nitrate is added to an aqueous solution of a chloride there is formed a curdy precipitate which is soluble in ammonia water.

9. Give a chemical test for a "sulphate."

An aqueous solution of a sulphate yields, with barium chloride (test solution), a white precipitate insoluble in hydrochloric acid.

10. What does inorganic chemistry treat of? What does organic chemistry treat of?

Inorganic chemistry treats of the metallic

and non-metallic elements and their compounds, distinguished from *organic chemistry*, which is devoted to the investigation of carbon and its compounds.

11. Name five of the principal solvents.

Water, alcohol, glycerin, ether, and chloroform.

12. What is "Lugol's solution" and how is it prepared?

Lugol's solution is the U.S.P. compound solution of iodine. It is prepared by dissolving 5 parts by weight of iodine and 10 parts by weight of potassium iodide in a sufficient quantity of distilled water to make one hundred parts by weight of finished product.

13. What is (a) a normal solution, (b) a decinormal solution, (c) a centinormal solution?

(a) Normal volumetric test-solutions are so made that the number of grammes of the reagent contained in one liter of the solution expresses the molecular weight of that reagent divided by the number of valence units presented by each of the two radicals or ions of the molecule, except in cases where the test solution is used as an oxidizing or reducing agent, in which case the molecular weight (or the atomic weight if the reagent be an element) is divided by the number of units of polarity value lost or gained by the whole number of atoms of the oxidizing or reducing elements contained in one molecule of the reagent.

(b) A decinormal volumetric solution is one which contains in 1000 Cc. one-tenth of the quantity of the active reagent in the normal solution.

(c) A centinormal volumetric solution is one which contains one-hundredth of the quantity of the active reagent in the normal solution.

14. For what, in chemistry, are normal, decinormal and centinormal volumetric solutions employed?

For the purpose of accurately determining the quantity of a given constituent contained in another solution.

15. What is the percentage strength of (a) diluted acetic acid, (b) hydrocyanic acid, (c) hydrochloric acid, (d) phosphoric acid?

(a) Not less than 6 per cent, by weight, of absolute acetic acid.

(b) Hydrocyanic acid is not official in the U. S. P. VIII. Diluted hydrocyanic acid is official, however; it should contain not less

than 2 per cent, by weight, of absolute hydrocyanic acid.

(c) 31.9 per cent, by weight, of absolute hydrochloric acid.

(d) 85 per cent, by weight, of absolute orthophosphoric acid.

16. How is diluted nitrohydrochloric acid prepared and what precautions are necessary to obtain a perfect product?

By mixing 40 Cc. of nitric acid with 182 Cc. of hydrochloric acid in a capacious glass vessel, and, when effervescence has ceased, adding 778 Cc. of distilled water.

Diluted nitrohydrochloric acid should be kept in dark amber-colored, glass-stoppered bottles, in a cool place. It should not be dispensed unless recently prepared.

17. What would occur if you mixed lime water and calomel and what is the mixture known as?

When lime water and mild mercurous chloride are mixed a precipitate of black mercurous oxide results. This preparation is sometimes prescribed as *aqua phagedænica nigra*, and is popularly known as "black wash."

TOXICOLOGY AND POSOLOGY.

1. What is the objection to using an emetic in first treatment of phenol poisoning?

Owing to its corrosive action, which softens and weakens the membranes of the alimentary tract, any attempt to remove phenol by administering an emetic is likely to cause further injury to the already corroded tissues.

2. What would you do in a case of phenol poisoning?

The administration of a soluble sulphate has proved efficient in numerous cases and such a method of treatment is probably the best one to follow. Administering 1 ounce of magnesium sulphate, or $\frac{1}{2}$ ounce of sodium sulphate, dissolved in half a pint of water results in the formation of harmless phenolsulphates. Even if several hours have elapsed since the ingestion of the poison this treatment should be employed, as the antidotal action of the sulphates proceeds in the blood.

Alcohol, in any form, should never be used.

3. What would be the result if a person took (a) 20 grains of zinc sulphate, (b) 2 grains of morphine sulphate, (c) 10 grains of calomel, (d) 10 grains of tannin, (e) 1 drachm of aqua regia?

(a) Vomiting would be induced.

(b) Unless the person taking it was an habitual user (such persons can sometimes take as high as 8 or 10 grains without alarming consequences) death would probably result. Even when 2 grains are taken, however, it is possible to save the patient if the poison is speedily removed, respiration maintained (artificially if necessary), and the circulation kept up.

(c) In large doses, from 5 to 15 grains, calomel possesses purgative properties. The cathartic action is not increased in proportion to the dose, and enormous quantities have been given with impunity.

(d) Tannic acid (tannin) may be given in doses of ten grains or greater amounts without producing more than a mild gastrointestinal irritation. Tannic acid is astringent in action.

(e) Unless taken greatly diluted and followed by the prompt administration of an alkali, a one fluidrachm dose of aqua regia (nitrohydrochloric acid) would probably cause death.

4. For what poison may each of the following be used to advantage: (a) Epsom salt, (b) coffee, (c) vinegar, (d) plaster from the walls, (e) old oil of turpentine?

(a) Phenol.

(b) Opium.

(c) Alkalies.

(d) Oxalic acid.

(e) Phosphorus.

5. Name a good antidote for each of the following and state whether the antidote is chemical or physiological: (a) Solution of potassium hydroxide, (b) iodine, (c) strychnine, (d) aqua fortis, (e) headache powders.

(a) Diluted acid (vinegar or lemon juice), a chemical antidote.

(b) Starch is a chemical antidote for iodine, but the stomach should be evacuated as soon as possible, as the iodide of starch formed is not inactive.

(c) Tannic acid is a chemical antidote; chloral is a physiological antagonist.

(d) Alkalies, as sodium bicarbonate or magnesia, are chemical antidotes.

(e) For acetanilide headache powders belladonna or atropine to maintain the blood-pressure, and strychnine for the respiration, are physiological antagonists.

(To be continued.)

A NEW DRUG CHAIN IN THE WEST

There is to be a new chain of drug stores along the Pacific Coast, it is stated. J. G. Vance, president of the Vance Drug Company, Los Angeles, is the moving spirit and is to head the big corporation.

Mr. Vance, a strong and vigorous business man, is well known in the West, where he has been identified with retail drug interests for more than twenty years. He had owned, at different times, three of the best stores in Los Angeles; in fact, still owns one of them. This store is to be made the nucleus of the coming group, it is understood.

According to press reports San Francisco and Fresno are to be invaded, and in all probability links will be forged farther north. Dispatches state that Mr. Vance and his associates have been successful in negotiating a number of very desirable leases.

Mr. Vance recently completed an extended trip through the East, where he made a special study of chain methods and possibilities. He returned fully convinced that the chain idea is



J. G. Vance.

in direct line of business evolution and that the western field offers sufficient inducement to warrant the undertaking.

Sufficient capital has been subscribed, it is stated, and a beginning will be made within a few weeks.



Interior of the Vance store, Los Angeles.

SELECTIONS

THE YAMACRAW CLUB.

[The mailboy brought us the following report of a recent session of the Yamacraw Drug Club. Those interested in association matters will appreciate the keen sarcasm.—THE EDITORS.]

The meeting was called to order promptly at 8:30, thirty-eight of the forty members being present. After the minutes of the last meeting were read and confirmed, reports of committees were in order.

Committee on Drug Standardization reported an examination of six samples of tincture of digitalis by the colorimetric method of W. Martindale. Four were found standard and two slightly above. This was a relief to the Club, as for some time members had been using the rather disagreeable "pithed frog" method for physiological assay.

The President here called attention to the condition of weights, balances and graduates, the monthly inspection showing a variation of nearly one-hundredth of one per cent from standard.

An examination of a "moth powder" now on the local market was reported. Package labeled: "Moth Powder; better than moth balls; cheaper than camphor; most noxious to moths; price 25 cents." Weight of contents, 436 grammes. The powder was found to consist of a finely comminuted ligneous product, evidently of the Pinaceæ family, impregnated with an impure cedrene camphor. Traces were found of the hydrocarbon $C_{10}H_8$. Cost, about three cents the package; evidently an imposition on the public.

A member was reprimanded by the Committee on Business for varying from custom. He was found placing a large slice of orange or lemon in the drinks dispensed at his fountain, so that the fruit was directly under the nose and in line of vision. His defense was rather weak, he claiming that it was merely a matter of olfactory- and vision-psychology; that with the nose and eyes closed the citrine odors could not be differentiated by taste; that "the vibratory hypothesis of the action of odors" was not yet understood, and that there was an intimate analogy between odor, taste, and vision. His case was continued.

A question of commercial usage came up. A member purchased a gross of Beef, Wine and Iron, labeled one dollar a bottle, and at a special sale sold two bottles for a dollar and one cent. Other druggists were selling the same preparation at 39 and 47 cents a bottle. The member was reprimanded.

An interesting paper was read by Mr. Saber upon the wonderful detergent action of a mixture of the oleates, palmitates and stearates of certain alkalies when properly combined with hydrogen monoxide. Action was best at 42° Cent., it was said.

A member reported upon a "Capsule of Science," where the statement was made that a "heatless" flame could be produced by igniting ether floating upon the surface of tetrachloride of carbon. He says that water, well cooled and saturated with carbon dioxide, is excellent for painful burns.

More time was asked by Mr. Kennenall, his report not being completed, upon the solubility of acetanilide in a hydroalcoholic solution of the bromides, citrates, etc. His request was granted.

The Question Box contained but one query: "If (a) the porter breaks a bottle of 'Bruna,' retail price one dollar, cut to 69 cents, wholesale price eight dollars the dozen, less two per cent and expense of doing business (twenty-eight and a half per cent)—what is the loss?"

"Should (b) the porter be made to pay? If so, how much? Or should the broken bottle be returned to the jobber for credit? Or both?"

There being no further business to be transacted, the Club enjoyed a delightful supper prepared by the steward, and the evening was finished by an automobile drive.

TO PURIFY DRINKING-WATER.

The Chicago Department of Health, according to the *Illinois Medical Journal*, offers the following suggestions:

There are two simple methods by which water may be made safe for drinking purposes: (a) boiling, (b) hypochlorite treatment. The purification of drinking-water by hypochlorite treatment is very simple, inexpensive, and highly efficient; it is a precautionary measure which should be adopted by every traveler whose duties carry him into "typhoid territory."

To purify drinking-water, prepare the fol-

lowing stock solution: Water, 1 quart; chloride of lime, 1 teaspoonful.

Keep this solution in a tightly stoppered bottle; a mason jar or a thermos bottle being well adapted to the purpose, the latter especially when traveling.

Label the bottle "Stock Solution;" write the formula on the label, and add the following directions:

To purify water for drinking purposes add one teaspoonful of the stock solution to two gallons of water.

If the water is turbid strain it through fine muslin before adding any of the stock solution.

After adding stock solution allow the water prepared for drinking purposes to stand uncovered for twenty minutes before using. This allows the gases to escape and makes the water more palatable.

Then bottle the prepared water and keep on ice. Never put ice in the water.

GERMS.

Protozoa are the smallest and simplest form of animal life.

Bacteria are the smallest and simplest form of vegetable life.

Protozoa and bacteria are commonly called germs. A germ, therefore, is the smallest and simplest form of either animal or vegetable life, consisting of a single animal or vegetable cell.

In size germs vary greatly, the average being about one twenty-five-thousandth of an inch.

There are numberless varieties of germs. They exist in the water, in the air, on the surface of the earth, on the skin and clothes, and on practically every other living or dead object.

Many germs are not only harmless but essential. Dead animals and vegetables are changed by them into carbonic acid, water, ammonia and certain other substances which fertilize the earth and, in turn, serve as nourishment for other animals and vegetables. They are also responsible for the souring of milk, the coloring of leaves, the fading of leaves in autumn, the fragrance of certain plants, and many other works of nature. Many germs derive their food from living human tissue, and are disease-producing.

Under favorable conditions, such as warmth, moisture and a suitable soil, a single germ may

produce millions within a day. When it reaches its maximum size it divides into various parts, each of which becomes a new germ, and every germ divides in the same way as long as conditions are favorable. In the process of cell-division certain poisons or toxins are formed which either retard or destroy germ life.

Germs enter the body through open wounds in the skin and through the various mucous membranes, especially those of the food canal and air passages. Hundreds of thousands of deaths are produced annually in the United States by disease germs which enter the body through impure food and air.

The following are the principal communicable diseases: Tuberculosis, malaria, typhoid fever, measles, mumps, scarlet fever, diphtheria, whooping-cough, lockjaw, la grippe, chicken-pox, smallpox, yellow fever, bubonic plague, cholera, gonorrhea, syphilis, erysipelas, dysentery, and blood poison. Communicable diseases are preventable.

Heat is the best germicide known, and should be used in preference to all others whenever applicable. All refuse from sick-rooms and elsewhere should be burned.—*Louisiana Health Almanac.*

INCONSISTENCY.

Consistency may be a jewel; we do not propose to know, but nevertheless we agree with Emerson that "with consistency a great soul has simply nothing to do. If you would be a man, speak what you think to-day, in words as hard as cannon-balls; and to-morrow, speak what to-morrow thinks in hard words again, though it contradict all you said to-day."

Some people would rather be wrong than change their minds; in fact an effort to convince them they are wrong merely succeeds in proving to them that they are right.

Professor Wilbur L. Scoville, of Detroit, has amply demonstrated that diluted fluid extracts make just as good tinctures as tinctures made from the powdered drug. This is opposed to what we have always believed, but being great admirers of Mr. Scoville, and knowing that he conducted exhaustive experiments to prove his facts; we here and now proclaim our conversion to the new faith.—*Carolina Journal of Pharmacy.*

LETTERS

PRESCRIPTION PRICING COMMENTS.

To the Editors:

I have read with considerable interest the article entitled "Prescription Pricing in a Bad Way," which appeared on page 419 of the October BULLETIN.

The Evans rule referred to in the article I consider a very good one—in so far as it goes. But how should it be applied to a prescription like the following?

T. T. Strych. sulph., 1/60 grain.

Dispense 50.

Directions: One three times a day after meals.

According to the Evans rule one should charge about 13 cents—the tablets would cost 3 cents, the container 1 cent, and the time consumed would be about three minutes.

My charge for such a prescription, however, would be seventy-five cents, and I think that most of my business friends in the high-rent district here would charge the same.

I get this same prescription occasionally, or rather one calling for one hundred tablets, and I charge, and get, \$1.25 for it. The hundred tablets constitute over a month's treatment, so that a price of \$1.25 is surely not exorbitant.

A minimum charge of fifty cents for a prescription, as suggested in the BULLETIN article, is not advisable—to my mind, at least. How about a single calomel powder, to be taken at bedtime? I would charge fifteen cents for it. It is not worth any more.

There are several things aside from the cost of materials and labor which, with me, influence the pricing of prescriptions. For instance, if the customer waits for the prescription the charge is less than if I have to deliver the purchase.

I have a fairly large hotel trade here, and the attending physician always insists on having his prescriptions filled *immediately*. He gets them immediately, but with an added charge of 20 per cent for the prompt service. Is that excessive?

On to-be-delivered-promptly prescriptions, if my own messengers (I employ two) are out, a special messenger is secured and the expense added to the prescription price.

I have yet, after ten years in business, to hear of any complaints of high prices arising in such cases. AN OTTAWA DRUGGIST.

NOTE BY THE EDITORS.—It is just such a letter as this that we like to receive—a letter that shows that the writer has given considerable thought to the matter of the proper pricing of prescriptions.

We may say in regard to the Evans rule, however, that it does not constitute a hard and fast method for determining the selling prices of all prescriptions. There should of course be a minimum figure, for inexpensive tablets, for instance, beneath which the druggist should never go. There is no reason why one should not get a relatively larger price on inexpensive medicines that are ordered in quantities large enough to constitute a long-term treatment.

But neither is there any reason why one should not get a living profit from a prescription simply because the ingredients entering into it are expensive.

The idea of the Evans rule is not to lead the druggist to believe that he should get only a certain profit on low-cost prescriptions, but rather that he must get a definite profit on *all* prescriptions, no matter what the cost of the ingredients entering into them.

While advocating a minimum charge for all prescriptions, the druggists who favor the Evans rule do not insist that the minimum shall be applied rigidly to every prescription which the physician writes. Prescriptions for a calomel powder, a single dose of a headache powder, or a bottle of citrate of magnesia, may well constitute exceptions. Furthermore, prescriptions of this kind are usually accompanied by the familiar "S.n.p.," and in such cases it is obviously impossible to charge more than the regular retail price.

But, after all, it is not with the exceptions to the rule that the druggist should concern himself. If he will only follow it in the majority of cases, he will find that he is getting properly remunerated for his services and that his patrons are receiving value in full for their money.

MOVING THE GOODS.

To the Editors:

At the present time competition in the drug business is keener than ever before. Nowadays if the druggist makes a good salary he must be up with and ahead of his fellow tradesmen. He must everlastingly work on new schemes and methods for moving goods from his shelves to the consumer.

In the first place, people must know what you have for sale. This problem is solved, in part, by making attractive, clean counter and window displays. If you want to get stuck on something just put it underneath the counter, out of sight of the customer!

I will cite an example of doing business in this manner. We had about fifty dollars' worth of flashlights that absolutely failed to sell. We had kept these lights carefully hidden away under the counter, all the batteries were "dead," and we would have gladly sold the entire outfit for ten dollars. Finally a representative of the company came to town. We went over the stock carefully, gave him an order for new batteries and bulbs, put in a window display, and talked flashlights.

All the boys, being now familiar with the line, got back of the goods on display, and, needless to say, we sold lots of flashlights and batteries.

The public don't know you sell these sidelines if you keep them hidden.

Some druggists have said that goods are often stolen from the counters. That is very true; we had a five-dollar mirror stolen last Christmas. But we had rather lose several dollars this way than lock the goods up and wait for somebody to inquire if we carry certain articles.

We have found it a very good idea to have special sales, Saturday having proved the best day for these. Candy, tooth-brushes, toilet articles, some concoction at the soda fountain—anything, just so we have all the boys interested and keep on talking the goods.

And push the goods that bear the long profits!

HARVEY E. TODD.

Anderson, S. C.

IS HE RIGHT?

To the Editors:

I have been interested in the papers on salesmanship which have appeared in the BULLETIN.

I do not believe that we should try to sell everything we have to everybody who comes into the store. Most people come in for a specific purpose and usually resent any effort to get them to buy other things, unless they really want them.

How many of us have been tempted into a haberdasher's store by an attractive necktie

displayed in the window, only to come out with shirts, collars, underwear and possibly silk pajamas! After one has awakened from the spell of the salesman, under such circumstances as these, and begins to realize a thing or two, I am inclined to think that the next time he passes that window he will shield his eyes from temptation. From the standpoint of the haberdasher this may have seemed like good business. But was it?

"What doth it profit a man" to sell his goods and at the same time lose his customer? Selling goods is important, but serving the customer means equally as much. It seems to me that there is only one safe way, and that is to sell the patron what he asks for and then to suggest only those things that would actually be of benefit to him.

I have compiled a list of "group suggestions" that I have found satisfactory, when the suggestions are made with tact. For instance, if it is malted milk that is called for I suggest a nursing bottle, nipples, a pacifier, or possibly, in season, a cough remedy. The variations are quite optional, and most sales can be subjected to this treatment.

Chicago, Ill. HAROLD N. BRUUN.

A VETERINARY SURGEON ON CANTHARIDES.

To the Editors:

On page 416 of the October BULLETIN I notice that Wilbur L. Scoville comments on the U. S. P. preparations of cantharides.

I have used the drug as a veterinary blister since 1879, and from my experience I do not hesitate to state that cerate of cantharides (U. S. P. 1890) is the best preparation of the drug that has been offered to date.

I do not think, however, that cerate of cantharides should be offered for sale until it is thoroughly aged. I like to keep it a year before using.

THOS. B. ROGERS,

The Woodbury Veterinary Establishment.

Woodbury, N. J.

WHEN OTHER LANGUAGES ARE SPOKEN.

To the Editors:

The United States is a cosmopolitan country, and customers frequently like to be waited on by a man who can talk their language. If the proprietor is German-born, as in my case,

and if a clerk, by reason of having lived in Mexico for quite a while, can speak Spanish, why would it not be a good idea to let as much of the world as possible know about it?

It struck us that it would, so we fixed up a couple of simple little cards. On one was "German is Spoken Here;" and on the other, "We Speak Spanish."

These signs have proved excellent trade-winners.

I. LEWYN.

Houston, Texas.

FOR SERVICES PERFORMED.

To the Editors:

Not all the illiterate and almost indecipherable documents that one gets in a drug store call for medicine. Once in a while a little slip

*the year 1916
june the 7
disurbting
cureler aduer tiz
for dogier and
far mas 2000
at 150 thousen
150
300
mr e. a. nimmer
la grange ga*

gets onto the file that is of quite a different character.

I am sending you an invoice that was handed to me in June by a man who distributed some advertising matter for us.

LaGrange, Ga.

H. LOUIS DOZIER.

WHO CAN TELL US?

To the Editors:

I would like to know the formula or composition of the liquid that is used in so-called sanitary closets. It is a sort of deodorizer and is also supposed to even dissolve paper.

By "sanitary closets" I mean those sold in places where there is no system of sewerage.

De Soto, South Dakota. L. G. ENGLISH.

[NOTE.—We are not familiar with the composition of the product mentioned, nor have we been able to secure the information desired. We understand that there is such a liquid and that it is sold in connection with portable "closets" which may be installed in the homes for about \$25 complete. Will some of our readers come to the rescue?—THE EDITORS.]

I wish that I could invest a thousand dollars that would bring me as much in return as I get from one dollar spent for your magazine.

New York, N. Y.

MAX BEDRICK.

The only objection I have to the BULLETIN is that we neglect our work when the current issue arrives. It's a peach!

W. B. ILIFF.

Haxtun, Colo.

A most valuable magazine—by far the best of its kind on the market. No druggist should be without it.

R. E. BAIN.

Portland, Arkansas.

I do not want to miss a copy of the BULLETIN. It is just one big bunch of knowledge!

Dayton, Ohio.

A. J. DOWNING.

I am indebted to your publication for its invaluable help for the every-day druggist.

Niagara-on-the-Lake, Ont.

A. J. COYNE.

You certainly have the very best magazine published for the retail druggist.

Spirit Lake, Iowa.

E. S. MCGREW.

Bright and live-wire magazine for any up-to-date drug clerk or proprietor!

Pasadena, Calif.

CHARLES R. SEWARD.

Any spare moments I have I enjoy with my nose in the BULLETIN.

SAM A. WALTER.

Bellevue, Ohio.

The best magazine of to-day for any one in the drug business.

W. O. REHM.

Bolton Landing, N. Y.

CAPSULES OF SCIENCE

Prepared by WILBUR L. SCOVILLE.

Bread vs. Pastry.—

Diastase is very sensitive to mineral acids, and the hydrochloric acid of the stomach is found to be sufficient to arrest the digestion of pure starch, but it has been shown that when phosphates are present, as in whole wheat bread, these unite with the hydrochloric acid and the digestion of starch goes on. Thus bread containing the natural mineral constituents of the grain will digest under circumstances which arrest the digestion of pastry and other starchy foods.

Cock-robin Cocktails.—

Maraschino is made by fermenting the pulp of marasch cherries, together with a small quantity of the leaves, for three or four days, then adding 10 to 15 per cent of alcohol and distilling. The distilled liquor is aged two or three years, then mixed with syrup so that the cordial contains 30 to 44 per cent of alcohol and 26 to 36 per cent of sugar. True maraschino has a flavor that is different from a similar liquor made from other varieties of cherries, and can be distinguished by its flavor, but not by chemical methods.

Eat to Live.—

Since the discovery of "vitamines" or bodies existing in very small proportions in foods, and which are essential to a healthful assimilation of the foods, a further study has shown that foods contain a number of chemical principles which are essential to life, but are not foods in the sense of being nutritive. Among these principles are tyrosine, tryptophane, lysine, and

histamine. Lysine has an influence upon growth, and tryptophane is necessary to normal metabolism. Some of these principles are found only in certain foods, hence a variety in foods is necessary to health.

Coal-escing.—

The microscopists have found a way of cutting sections of coal so thin as to be transparent, and have been studying them under the microscope. They find that the greater part do not show any cellular structure, and when fragments of plants are found they are rarely complete but melt into the homogeneous portion. From this they think that in the formation of coal the vegetable matter was first entirely decomposed by bacterial action to a liquid, and that this was soaked up by undecomposed vegetation which subsequently changed into coal by losing most of its constituents except carbon.

Concerning Digitalis.—

E. Berry says that digitoxin has a toxic and cumulative effect upon the heart and that it probably combines permanently with the heart muscle, causing it to become hard and leathery. Preparations of digitalis made with cold water contain only traces of digitalis, infusions made with hot water contain more, alcoholic tinctures up to 20 to 30 per cent of alcohol contain it in full amount, but strongly alcoholic tinctures (60 to 90 per cent) contain much less. Digitonin and gitin accelerate the heart, but cause short beats and are non-cumulative. Fat-free tincture of digitalis contains none of these, but the usual tinctures contain them in full amount. Digitalin, when free from digitoxin and digitonin, shows good therapeutic effects, causing large, slow beats with almost complete recovery. Tinctures and infusions contain this, and preparations of digitalis which are "defatted" contain it in the best condition for use.

ELECTED TO OFFICE IN NOVEMBER



Kelly E. Bennett, Ph.G.

Mr. Bennett, a druggist at Bryson, North Carolina, was elected to a seat in the State Senate at the recent election.



Ira B. Clark, Nashville, Tenn.

Mr. Clark, who is secretary of the State Board of Pharmacy, was elected to a seat in the Legislature at the November election.

BUSINESS HINTS

The Trained Nurse as a Business Creator.—

A druggist in a suburban section of a large town, says the *Northwestern Druggist*, found that there were more nurses in the neighborhood than were able to obtain employment. He suggested one day to one of them that in the interim of no engagement she should canvass the section for him. She was to call at each house, introduce herself, state that she was a nurse, and that she had been sent out by the Up-to-Date Drug Store. Any advice or suggestions she could offer were to be given free.

A basis of remuneration was arranged and the nurse tried the experiment. It worked out very well. She found many families where the woman of the house had some problem, either of her own or on account of the children, which she was glad to talk about. If the nurse could make a helpful suggestion, she did so. If she felt that it was something where the services of a physician should be called, she said so. If anything was needed in the way of simple remedies, or appliances, bandages, etc., she suggested the proper thing and offered to have it sent if desired. She also left a card at each house which stated that she would be at the drug store two afternoons each week in case any one wished to call and see her for further advice.

This was the means of bringing many women to the store, and they usually made purchases. The plan succeeded so well that other nurses were glad to take the work up, especially in the matter of being on hand at the store on afternoons when the first nurse was away filling engagements. The house-to-house calls were mainly attended to by her, however, as she had an aptitude for it and enjoyed being out in the open.

Perhaps there is a suggestion here for some other druggists similarly situated. You might find a nurse in your own town or community who needs the exercise in the open air. It would help to build up the trade of the store along the more legitimate lines, it would give the store prestige and be a good advertisement. Some of the large drug stores have a hospital department presided over by a saleslady in the cap and apron of a nurse, and a plan such as outlined above might be the means of building such a section in your own store.

Your shop might come to be a headquarters for nurses, a place where people would come, or send, when a nurse was needed. If you are on friendly terms with the nurses they would very likely suggest your store when asked where needed sick-room supplies could best be obtained. This, of course, in case there was no special registry for nurses in your town or section.

There's Value in a Name.—

One of the greatest assets of the pharmacist of today, according to a statement made by Charles H. La Wall at the 1916 meeting of the New Jersey Pharmaceutical Association, is the development of his own individuality to a point where he personally is so identified with his business that his name, when mentioned

in the community where he is located, is looked upon as a synonym for a high-class professional pharmacist.

How well the leaders of the past and many of the leaders of the present in retail pharmacy have appreciated this advantage is shown by the fact that it has been and is the almost invariable practice of those who have succeeded.

One of the easiest ways for the druggist to develop his individuality is to use his name in connection with his business in every way possible. His store should not have a locational name such as "Center Square Pharmacy," or an esthetic name as "Elite Pharmacy," or a name of purely commercial import as "Economy Pharmacy," unless his own name is attached as part of the title, which usually makes a cumbersome and awkward designation.

This failure to impress the store owner's personality is evident from even a hasty study of the titles found on stores in both town and city districts. What is still more important, however, by far the greater number of pharmacists either are so careless about the matter or take so little pride in their stores that even when they have no distinctive title one looks in vain for a name on the outside of a store to identify the proprietor or manager with the business.

"In many stores," continued Mr. La Wall, "the only way one has of ascertaining the name of the responsible person in charge is to visit the store with a pair of opera glasses and decipher the names on the certificates and diplomas, which are usually hung in such position as an art committee would select for eliminating unworthy pictures.

"If pharmacy is to come into its own via the smaller store, as many seem to think possible, it will only be through the development of the individuality of the proprietor or manager.

"The weakness of the chain store is its anonymity. It overcomes this weakness by commercial devices more or less obvious to the thinking observer. If the proprietor of the small store would use his name to the fullest advantage, and where he has a permanent registered manager, use that also, it would have a marked effect in time, not only upon the standing of the individual pharmacist in his community, but it would tend to elevate pharmacy as a distinctive semi-professional calling whose members are not at present accorded the recognition which they deserve, partly on account of their own inertia in such matters as are herein discussed."

Advantages of a "Dollar Table."—

A dollar table, well located, and filled with out-of-the-ordinary merchandise, says the *Voice Salesman*, is an excellent scheme in almost any store, just as a "dollar window" often will sell more goods directly than almost any other kind of trim.

This is particularly true of goods that enter into the stock of the gift shop and the stationer—and the drug store of to-day is more or less of both. The variety of goods that can be put out all at one price is so exceedingly large, and the goods themselves are so attractive, that the selling is a very easy matter.

There is no limit to the tables that can be used in this manner, provided the space can be obtained. There can be one-dollar tables, two-dollar tables, and tables

of as much higher priced goods as your trade demands. But if you can only have one table, by all means let it be a dollar table. There are hundreds of very attractive articles that can be procured to sell at that price, every one of which, if properly bought, furnishes a substantial margin of profit.

The table should be of fair size; small tables have very little attraction for shoppers. Cover the table with some bright colored tissue paper, which can be changed at little expense when soiled, and put out a good and varied assortment of fancy merchandise. Have a good-sized sign on a standard set in the middle of the table, and have it high enough to be readily seen when the table is surrounded by shoppers.

The assortment of goods suitable for such a display is almost inexhaustible. At any season of the year, the druggist who sets himself to do so can find a wide range of articles in his various departments that can be put upon the dollar table, while at special seasons—the vacation season for tourists and the Christmas gift season, for example—the stock and therefore the variety of goods available is considerably increased.

When a New Owner Steps In.—

Carl A. Seuring, Chicago, who recently took over an established business in that city, made known the fact by issuing the following notice to customers:

Having purchased the pharmacy of Geo. W. Foster, I wish to call the attention of all patrons of the store to the fact that prescriptions receive the most painstaking and conscientious attention here.

Unless otherwise specified by the physician, all prescriptions are filled with Parke, Davis & Company's pharmaceuticals and Squibb's chemicals, as being in general the best of their kinds. No prescriptions are filled here except by a registered pharmacist. We carry a full line of J. & J. surgical dressings.

The undersigned has served some of the most successful and well known druggists in the past twelve years and is considered a careful and competent pharmacist.

Call Hyde Park 2092 and you will be supplied at once.

Respectfully,

CARL A. SEURING.

The announcement was printed in blue ink on a light-gray paper and measured $3\frac{3}{4}$ by $6\frac{1}{4}$ inches, a size that fitted conveniently in outgoing mail and packages.

Marketing an Automobile Polish.—

Constant washing of automobiles with soap and water eventually deadens the polish; in addition, the work is expensive if done at a garage, and disagreeable if done by the owner himself. For these reasons druggists are asked frequently to supply automobilists with a mixture that will aid them in keeping their machines clean.

How to meet this demand is described by a writer in the *C. R. D. A. News*, published by the Chicago Retail Druggists' Association, as follows:

"During the past year there have appeared on the market several preparations to keep automobiles clean by spraying on them a thin layer of one of these preparations and then wiping the surfaces dry with cheesecloth. They do the work satisfactorily and preserve the polish at the same time. Such preparations sell to the consumer at \$2.50 to \$3.00 per gallon.

"The large manufacturers of petroleum produce what is known as a white mineral oil (neutral) which costs from 45 to 55 cents a gallon. This is a water-white mineral oil of light specific gravity, and when properly mixed with gasoline, and some essential oil to

give it a distinctive odor, a perfect furniture polish is the result.

"A formula that has been used by a number of friends of the writer and that has been found to be entirely satisfactory is the following:

White mineral oil (neutral).....1 gallon.
Gasoline1 pint.
Some essential oil to perfume.....1 ounce.

"The preparation must be applied with an atomizer. These special atomizers (or sprayers) may be purchased from the wholesale trade; they have been on the market for years and are designed for spraying liquid preparations on shrubbery to exterminate insects. They retail at from 35 to 50 cents, according to size.

"This preparation can be sold readily at 25 cents a pint, 50 cents a quart, and \$1.75 a gallon."

Announcing an Opening.—

A drug-store opening announcement that covers in a comprehensive manner the various lines of goods offered is the following, which was distributed recently by Fred D. Nelligar, proprietor of The Redgate Pharmacy, Norfolk, Virginia:

At the corner of Colley and Redgate Avenues, we have completed a modern drug store, stocked brimful of pharmaceutical merchandise and sick-room requisites, together with many other needfuls usually known as side lines.

To fill your prescriptions we have Squibb's line of chemicals, the best in the United States, none better in the world; Mulford biologicals and serums kept in a serum refrigerator; Parke, Davis & Company's and Sharp & Dohme's pills, tablets, and standardized liquids; Lilly's capsules; Johnson & Johnson's plasters, bandages, and surgical supplies.

In confectionery we have Loose-Wiles, Lowney's, and Apollo. Our ice cream is the Montauk kind; the beverages from our fountain are perfection, served by an expert soda-man, not a boy; and we put special emphasis on the fact that our cream holders, glasses and spoons are germless; each one is sterilized in our Darnall steam sterilizer before being used a second time.

We have the National Biscuit Company's dainties.

We have a complete assortment of cameras and films. We develop your films free, only charging for successful prints; returning them the same day they are left.

The Seamless Rubber Company supplies us with rubber goods guaranteed to last at least two years.

For Men.—Our tobacco merchandise is well selected, properly taken care of and complete.

We have a coffee in pound tins, of unsurpassed flavor, priced at forty cents a pound; sample for the asking.

For your automobile we are prepared to supply sponges, chamois, polish, etc., at much less than down-town prices.

Mazda lamps and Ever-Ready flash-lights.

Playing cards, tally cards, poker chips and dice for those who use them.

Stationery in great variety.

We keep, but do not recommend, patent medicines.

Street-car tickets; post-office sub-station; Western Union telegrams forwarded.

For quick delivery service telephone Norfolk 1411.

We respectfully request your patronage.

THE REDGATE PHARMACY.

The announcement was in the form of a single sheet, measuring $10\frac{1}{2}$ by 7 inches, and was folded twice, making a three-page folder.

A Customer Service that Brings in New Faces.—

J. B. Powell, writing in *System*, says that by supplementing the city directory, which is published every two years, a Missouri druggist has established a much-appreciated service. He keeps track of all new families that move to town, and files the names and addresses in a card index intended for public use.

When a customer consults the city directory and fails to find the name he is looking for, a salesman is always near to suggest trying the card index.

The merchant keeps the index up to date by watching the newspapers. Besides serving the public, the names form a valuable addition to his mailing list.

PRACTICAL PHARMACY

Formaldehyde Fumigation.—

On account of the extreme shortage and high price of potassium permanganate its use in formaldehyde fumigation has largely been abandoned in favor of cheaper substances. The *Western Drug Record* offers the following substitutes and suggests that druggists try them out in order to have the experience necessary to recommend them intelligently:

Chlorinated Lime Method.

Chlorinated lime	12 ounces.
Water	4 fluidounces.
Formaldehyde, U. S. P. solution.....	1 pound.

Place the chlorinated lime in a mixing pan and add the water to it, stirring until a paste is formed. Then pour the formaldehyde solution over the moistened lime. The same precautions should be used as in the permanganate method. The formula is sufficient to fumigate 1000 cubic feet of room space.

Bichromate Method.

Sodium bichromate	10 ounces.
Formaldehyde, U. S. P.....	1 pound.
Sulphuric acid, commercial.....	1½ fluidounces.

The acid can be added to the formaldehyde and the mixture kept on hand for use. Care, however, should be exercised on account of the presence of the acid. This solution is added to the bichromate, which has been spread out in a thin layer over the bottom of the vessel.

One of the drawbacks of this method is that the residue is somewhat corrosive, and if a metal container is used, it should be removed and scrubbed out with water as soon as possible.

Caustic Soda Method.

Caustic soda, commercial, ground or fused, lumps or sticks	6 ounces.
Formaldehyde	1 pound.

The formaldehyde is added to the caustic soda, and the same precautions observed as in the foregoing methods.

Alum-lime Method.

Aluminum sulphate, saturated solution	2 fluidounces.
Formaldehyde, U. S. P.....	8 fluidounces.
Unslaked lime	1 pound.

Add the solution of aluminum sulphate to the formaldehyde and pour the mixture over unslaked lime. The unslaked lime should be fresh and of high grade.

To hasten reaction in any of these methods, have all material warm before use. It is very necessary for proper fumigation to have the premises heated to 70° F. or over. A good rule for the proper size of vessel is to have its capacity ten times the volume of the ingredients used.

The Tablet-triturate Board.—

When a prescription is presented for a tablet triturate of a strength not carried in stock, certain pharmacists, not in close touch with jobbers or manufacturers, do one of two things. They either order the tablets by mail—at a delay of two or more days—or they adroitly explain that the prescription in question can be filled by substituting pills, capsules or powders of equal strength.

Neither practice is to be commended. In the first instance, the delay causes the patient to forego treatment for several days; in the second, the change suggested by the druggist sometimes creates an unfavorable impression in the minds of the patient and physician.

In a paper read before the 1916 meeting of the Pennsylvania Pharmaceutical Association, Arthur D. Anstock suggests how the pharmacist can avoid the delay and also save himself the embarrassment of hav-

ing to make the "substitution" explanation. Mr. Anstock recommends a hard-rubber tablet-triturate board.

A board with fifty perforations is a good one to use. A blank test with sugar of milk should be made, and it will be found that sixty-two to sixty-five grains will be the amount required. This may be marked on the board for future reference.

In making tablet triturates where the drug to be used is an alkaloid or salt, the drug with sufficient sugar of milk to make the weight noted should be thoroughly triturated, preferably in a small glass mortar, and moistened with seventy-five per cent alcohol to make a mass. Twenty-five to thirty-five minims is usually sufficient.

This makes a firm tablet, but if a harder tablet is desired powdered acacia may be used, allowing two grains to fifty tablets and moistening with eighty-five per cent alcohol.

Drugs containing resinous principles work better with chloroform or a mixture of alcohol and chloroform. When chloroform is used as a moistening liquid it would be better to use a metal board.

All tablet triturates cannot be made by moistening and pressing through perforations. Calomel and soda triturates made this way would darken. When these are called for in a strength not carried in stock, it would be better to make a compressed tablet triturate.

Frequently tablets will stick to the pegs after they have been pressed through the perforations. This difficulty may be overcome by moving each row of triturates slightly with a spatula. Almost immediately they should be placed on a piece of white paper and the paper agitated occasionally, so that they will not adhere to it.

Unless too great a quantity of liquid has been used to moisten the mass, the tablets will be dry enough to send out in from fifteen to thirty minutes.

Administration of Deliquescent and Liquid Drugs in Capsules.—

For the extemporaneous dispensing in capsule form of certain deliquescent and liquid substances, N. S. Davis, M.D., writing in *The Journal of the American Medical Association*, recommends the incorporation of the substances with a wax mass. In this way potassium iodide and similar drugs can be given; also guaiacol, oil of sandalwood and many other liquids which the doctor wishes to prescribe in doses of from 5 to 10 minims. The iodides can be given in doses of 10 or 12 grains (from 0.5 to 0.8 gm.), and the pill will be readily absorbed, as is shown by finding iodine in the saliva in three minutes or less after such a capsule is swallowed.

The capsules are permanent, ordinarily keeping for weeks in the hottest, dampest weather, if placed in a corked bottle.

For the making of a pill to be placed in a capsule containing sodium or potassium iodide in doses of 10 or 12 grains (from 0.5 to 0.8 gm.), about 1½ grains (0.1 or 0.15 gm.) of the wax mass is needed. Red mercuric iodide and other drugs can be incorporated in the same mass, if they are required.

To make a pill containing guaiacol, oil of sandalwood or similar liquids in doses of 5 minims or thereabouts, the same quantity of mass is needed.

The wax mass is made of one part beeswax and three parts castor oil. The ingredients are melted and put together, heating them gently while they are being mixed, and then allowed to cool.

BOOKS

CASPARI'S TREATISE ON PHARMACY.

This book, now in its fifth edition, has been enlarged and revised recently to bring it in harmony with the new editions of the United States Pharmacopœia and the National Formulary.

Charles Caspari, Jr., professor of pharmacy in the department of pharmacy of the University of Maryland, is the author, and previous editions of his work are familiar to many druggists who used them as textbooks during their student days.

There are three distinct divisions in the book.

Part I comprises general pharmacy, which includes the study of weights and measures, specific gravity, the application and control of heat, mechanical subdivision of drugs, and methods of solution and separation, together with a classification and description of the various plant products and solvents used in pharmacy.

Part II treats of practical pharmacy and involves a study of the official galenical preparations, together with a study of the many operations of the dispensing counter.

Part III is devoted to pharmaceutical chemistry, the author confining himself to a discussion of such compounds as are either officially recognized in the pharmacopœia or are of special interest to pharmacists.

The book is not intended, however, nor would it serve, as a substitute for the U. S. P. and the N. F. Its object, rather, is to act as a guide to the intelligent study and use of these two authorities and to answer the many questions as to the why and wherefore of official directions and tests that present themselves to the mind of the practicing pharmacist.

The price of the book, which contains 929 pages illustrated with 337 engravings, is \$4.75, net. Lea & Febiger, 706-710 Sansom Street, Philadelphia, are the publishers.

"LESSONS IN PHARMACEUTICAL LATIN."

While designed primarily as a text-book for colleges of pharmacy, this book, by Hugh C. Muldoon, Ph.G., instructor in organic and analytical chemistry and Latin at the Massachusetts College of Pharmacy, should prove of considerable value as a means of instruction and reference for practicing pharmacists.

The book presents in a simple manner such rudiments of Latin as will enable the pharmacist to interpret correctly those portions of the language which he may encounter in the practice of his profession.

Neither drug-store experience nor previous knowledge of Latin on the part of the student is assumed, and an endeavor is made to explain carefully such points as are likely to prove troublesome. Simplicity is obtained by spending but little time on pronunciation; by omitting exceptions to general rules; by noting but four cases of the noun and adjective, with stress on the genitive; by simplifying the third declension as much as seems advisable; and by reducing verb work to a minimum.

Especial attention is given to the writing of titles, and to prescriptions. Quite detailed explanation of metric prescriptions is provided, and the requirements of Harrison law prescriptions are also noted. The appendix contains matter valuable for supplementary work and for reference, the Latin-English vocabulary being particularly complete.

"Lessons in Pharmaceutical Latin" is published by John Wiley & Sons, Inc., New York City, and the net price is \$1.25.

SIMON AND BASE'S MANUAL OF CHEMISTRY.

To conform with the changes in the new United States Pharmacopœia and to provide for a number of rearrangements, additions and deletions of material, a new edition (the eleventh) of this book has been found necessary. The authors are W. Simon, Ph.D., M.D., late professor of chemistry in the College of Physicians and Surgeons, Baltimore, and in the Baltimore College of Dental Surgery; and Daniel Base, Ph.D., professor of chemistry in the department of pharmacy of the University of Maryland.

The object of the volume is to supply necessary fundamental instruction to all who are concerned with the medical bearings of chemistry, and particularly to students of medicine, pharmacy, and dentistry.

Included in this 648-page book are 55 illustrations, one colored spectra plate, and six colored plates, representing 48 chemical reactions. Lea & Febiger, 706-710 Sansom Street, Philadelphia, are the publishers, and the price of the volume is \$3.50, net.

"HISTOLOGY OF MEDICINAL PLANTS."

The contents of this volume, which is the work of William Mansfield, A.M., Ph.D., professor of histology and pharmacognosy at the College of Pharmacy, Columbia University, is well described by its title.

The book is divided into three parts. In part one there are six chapters dealing with the microscope and microscopic technic; in part two there are nine chapters dealing with the cell and cell contents; and in part three there are ten chapters dealing with the histology of various medicinal plants.

Special attention is given to the study of plant hairs, which are of the greatest diagnostic value in the study of powdered drugs; also to bast fibers, for which a new classification is presented which is based on the structure of the cell wall and the nature of the cell, whether branched or not, crystal bearing or not.

All the different types of cells and cell-contents that are found in the official drugs of the U. S. P. IX. are described and illustrated in this volume; their association and relationship to each other and the nature of the cell content in different parts of the plant are clearly indicated.

The book is the outgrowth of the author's experience as a teacher of histology. It contains much new material and is profusely illustrated from original drawings by the author.

"Histology of Medicinal Plants" is published by John Wiley & Sons, Inc., 432 Fourth Avenue, New York City. The price of the volume is \$3.00, net.

O. A. F.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

To Filter Tragacanth and Quince Seed Toilet Creams.

J. & L. ask: "Do you know of a quick and efficient method for filtering toilet cream made from tragacanth or quince seed?"

Undesired matter in quince seed or tragacanth toilet creams is best removed by straining the liquid through filter bags of flannel or felt; the liquid passes rapidly through the bag, all solid matter being effectually retained on the filter. Such a filter bag may be made by folding a square piece of cloth into a conical shape, sewing up the seam formed where the edges of the cloth overlap, and then suspending the bag in a square or round frame. The bag should be fastened to the frame by means of loops attached to the corners, if the frame is a square one, or to four equally distant points if a round frame is used. The liquid to be strained is poured into the previously-wetted bag, filtration proceeding more or less briskly according to the viscosity of the liquid.

In filtration as ordinarily carried out, the only pressure exerted is that due to the liquid itself resting on the filtering medium; but by increasing the height of the column of liquid the pressure is increased, and filtration is consequently accelerated. One of the principles of hydrostatics is that the thrust exerted by a liquid of given depth on the base of the containing vessel is independent of the shape of the remaining portion of the vessel, hence the column of liquid need not be of equal diameter throughout in order to produce uniform pressure. Acting on this principle, a simple means of filtering viscid liquids has been suggested. A filter bag is firmly attached to the lower end of a long tube, while to the upper end of the tube is fixed a funnel, into which is poured the liquid that is required to be filtered. Under such conditions the pressure exerted is that due to the weight corresponding to the total height of the column of liquid, and the filtrate is forced through the bag and collected. Instead of a filter bag an ordinary inverted funnel may be used; the filtering medium is tied securely over the broad mouth of the funnel, it being necessary always to support the filter paper between layers of cheese-cloth.

A vertical partition fitted in a funnel to divide it in two parts will increase the filtering space 65 per cent. The partition is triangular-shaped, may be of tin or glass, and each compartment requires a sheet of filter paper.

Filtering paper that is torn or that cannot be used in the regular way may be utilized by soaking to a pulp, washing, and stirring until the pulp is suspended

through the water. Pouring this on cheese-cloth tacked on a frame and spreading evenly will give a medium that is almost equal to a pressure filter in efficiency for filtering liquids or for rapid work. The pulp may be washed and used repeatedly.

Passing the tragacanth mixture through a sieve or flour sifter is also a method that is sometimes used for removing solid particles.

Preparation for a Board Examination.

H. B. asks: "Will you please inform me as to the titles, prices, and publishers of books that will be of assistance to a student preparing to take a State board examination?"

There are several books on the market which are intended to be of aid to students preparing for board examinations. Such books, if worthy of recommendation, almost invariably presuppose that the student has had an adequate training in pharmacy, and they are designed simply to familiarize him with the kind of questions likely to be asked.

"Board Questions Answered," published by E. G. Swift, P. O. Box 484, Detroit, Mich., is particularly valuable to the candidate who desires to "freshen up." It contains complete sets of examination papers actually used by the boards of pharmacy in the leading States, and answers to all questions are given with care and thoroughness.

Every one of the examination papers is complete in itself, and every last question asked by the board on the occasion represented is printed and answered; not even catch questions are dodged. The price of the book is \$1.50, post-paid.

"Whys in Pharmacy," by E. A. Ruddiman, Ph.M., M.D., is described by the author as "a compilation of reasons underlying the principles of pharmacy." Questions and answers on pharmaceutical matters are printed, and the object of the book is to enable the student to grasp more fully the reasons for many pharmaceutical processes. "Whys in Pharmacy" is published by John Wiley & Sons, New York City, and the company will send you a copy upon receipt of one dollar.

"Students' Handbook of Pharmacy" is a third book that is used to some extent by students preparing for a board examination. It contains questions and answers in pharmacy, materia medica and chemistry. Marvin E. Pate, Dept. H, Madisonville, Ky., sells the book for 50 cents a copy.

Alcohol and Glycerin Antifreeze Mixture.

M. B. H. asks: "What information can you give me concerning the use of alcohol and glycerin to prevent freezing in automobile radiators?"

We quote the following from *Studebaker Service*, a collection of service helps for owners of Studebaker automobiles:

"Possibly one of the most important points in the care of your car that needs attention at this time of the year is the filling of the radiator with antifreeze. It is well to anticipate an unexpected drop in temperature and to provide material for the mixing of a suitable antifreeze mixture to be used in the circulating system.

"The most satisfactory mixture that can be used is a solution of alcohol, water, and glycerin. The addition of alcohol to water reduces the freezing point of the solution, and, consequently, the greater the amount of alcohol added the lower becomes the point at which the solution in the circulating system will freeze. We have made exhaustive tests in our laboratories to determine the correct percentages of the different ingredients, and offer the following table as giving the best results under all conditions:

Alcohol	Glycerin	Water	Will freeze at
3%	2%	95%	28° F.
6%	4%	90%	25° F.
9%	6%	85%	20° F.
12%	8%	80%	15° F.
18%	12%	70%	5° F.
21%	14%	65%	10° below zero
24%	16%	60%	15° below zero

"It is very possible that due to the advanced price of glycerin many owners will desist from using this ingredient, and in this case the percentage of glycerin not used should be replaced with alcohol. For example: A solution calling for 6 per cent alcohol, 4 per cent glycerin, and 90 per cent water will become 10 per cent alcohol and 90 per cent water.

"The advantages of the alcohol are that it can be very easily handled, has no corroding action on the parts of the cooling system, and either wood or denatured alcohol can be used. The advantage of wood alcohol over denatured is that it has a lower boiling point and, therefore, less is required.

"The object of the glycerin is to retard the evaporation of the alcohol which will automatically take place. One point that must be brought to the owner's attention is this evaporation of the alcohol, which leaves a solution in the radiator containing a greater percentage of water than originally. This, therefore, requires that the owner occasionally add alcohol to the solution in the radiator to keep it at the original percentage."

Black Hair-dye.

F. A. W. asks: "Can you supply me with the formula of a preparation that will impart a black stain to the hair?"

The silver hair-dyes are comparatively harmless and quick in action. Here is a two-bottle preparation that is found in a reliable book:

NO. 1 BOTTLE.

Pyrogalllic acid ½ drachm.
Sodium metasulphite 10 grains.
Water to make 2 ounces.

NO. 2 BOTTLE.

Silver nitrate 1 scruple.
Stronger ammonia water, a sufficient quantity.
Water to make 2 ounces.

Dissolve the nitrate in ½ ounce of water, add ammonia until the precipitate is redissolved, and make up to 2 ounces with water.

Two bottle hair-dyes are put up in cases to hold a 1-ounce (No. 1) and a 2-ounce (No. 2), or proportionately larger bottles, with two short-handled tooth-brushes of black and white bristles. The directions for use are as follows:

Cleanse the hair from all grease by washing it with warm water having a little washing-soda dissolved in it, and dry with a towel. Next pour a little of fluid No. 1 into a saucer and apply with the white-haired brush; immediately afterwards use No. 2 in the same

way with the black brush, avoiding as much as possible touching the skin. Wipe the parts around the hair receiving the dye with a damp sponge, and do not wash or grease the hair for several hours after its application. It is preferable to apply the dye at night.

The more silver there is in the preparation, the darker the dye is. Five grains of nitrate to the ounce is the proportion for brown dye.

Two Troublesome Prescriptions.

K. A. M. writes: "I am submitting for criticism two prescriptions which I received recently. In the first a heavy precipitate developed. What was the chemical action, and what is the correct method of compounding? Is the second prescription a safe one to dispense, and if so would the solution formed be what the physician desired?"

Here are the prescriptions:

No. 1.

Iodine 8 grains.
Potassium iodide 16 grains.
Zinc sulphocarbonate 30 grains.
Creolin 45 minims.
Distilled water, to make 6 fluidounces.

Directions: Use as a nasal spray three times a day.

No. 2.

Potassium permanganate 4 grains.
Tannic acid 30 grains.

Mix and make a powder. Send 8 such.

Directions: One in a quart of water and use as directed each night.

In prescription No. 1 the precipitate is probably due to the formation of zinc oleate. Creolin contains a considerable amount of soap in solution, from which the soluble oleates would be precipitated as zinc oleate. The physician should be advised that if he desires a uniform mixture it will be necessary to omit either the creolin or the zinc sulphocarbonate.

Prescription No. 2 is a safe one to compound, provided the permanganate and acid are not rubbed together.

Therapeutically, of course, the solution formed is practically worthless; a point which the doctor doubtless overlooked when he ordered the combination. Potassium permanganate oxidizes tannic acid.

A Prescription that Does Stunts.

H. W. writes: "One of our stores has tried, without success, to make a presentable mixture from the following:

Potassium iodide 15 grains.
Menthol 20 grains.
Camphor 30 grains.
Listerine,
Hydrogen peroxide,
of each, to make 3 fluidounces.

Directions: Use as mouth-wash or gargle.

"When compounded the mixture liberates free iodine, evolves gas, and does other stunts. How can we proceed to make a stable and uniform mixture?"

It can't be done. The mixture is an incompatible one.

Hydrogen peroxide oxidizes potassium iodide, with the consequent liberation of free iodine and oxygen. In addition, the menthol and camphor liquefy when brought in contact, and the resulting liquid is insoluble in the remainder of the mixture.

A Clear Mixture Desired.

J. A. B. asks: "How can I compound the following so that the result will be a clear mixture?"

Strychnine sulphate	½ grain.
Quinine sulphate	1 drachm.
Solution iron peptonate and man- ganese	3 fluidounces.
Solution of potassium arsenite.....	24 minims.
Columbo cordial, to make.....	6 fluidounces.

If filled as written a portion of the strychnine sulphate and quinine sulphate will be thrown down, owing to the precipitation of the substances by the alkaline solutions of potassium arsenite and iron peptonate and manganese. Quinine and strychnine are soluble in alcohol, however, and by replacing part of the columbo cordial with alcohol the difficulty can probably be overcome.

Blue Color for Gun Barrels.

D. B. F. writes: "One of my customers wishes to restore the original blue color to a gun barrel. Can you furnish a formula suitable for the purpose?"

The following formula has been recommended for bluing gun barrels in imitation of the blue color imparted by heat:

Sodium hyposulphite	1 ounce.
Lead acetate	1 ounce.
Water	2 pints.

Dissolve separately each of the salts in one pint of water. Then mix the solutions and apply the mixture, heated, to the gun barrels. The surface of the barrel should have been previously entirely freed from oil and grease by wiping the surface with a solution of potassium hydroxide. When the blue color has developed, wipe the barrel dry and polish it with oil.

Before applying the liquid it is advisable to insert a cork stopper in the end of the barrel in order to prevent any of the fluid from getting inside.

Sage Hair Tonic.

E. M. S. writes: "I would like to obtain a formula for a hair tonic containing sage."

Try this one:

Fluidextract of sage.....	1 fluidounce.
Resorcin	2 drachms.
Tincture of cantharides.....	2 fluidrachms.
Tincture of capsicum.....	2 fluidrachms.
Glycerin	¼ fluidounce.
Alcohol	4 fluidounces.
Bay rum	2 fluidounces.
Water, to make.....	1 pint.

Dissolve the resorcin in the alcohol and add the tinctures. To this mixture add the water, mixed with the bay rum and glycerin. Lastly add the fluidextract. Let stand for several days and then filter.

If a perfume is desired, a little oil of bergamot dissolved in the alcohol may be used.

Serial Numbers No Longer Required.

H. E. D. asks: "To whom shall I write in order to obtain a serial number? I would also like to know where to secure information regarding the registry of a trade-mark."

It is not necessary at all, under the Federal Food and Drugs act, to guarantee any of your preparations. When a manufacturer does guarantee a product it is merely for the purpose of satisfying his distributors, protecting them against legal trouble, and thus earning their good-will. If you decide to guarantee a product, however, you can no longer get a serial number issued

at Washington, and print that serial number on your packages. That method has been withdrawn by the government, and the only way now you can issue a guaranty to your dealer is to attach it to each bill of goods. We suggest that you consult your local lawyer about the phraseology of the guaranty.

Full information concerning patents, copyrights, and trade-mark registration may be obtained, free of charge, upon application to the Commissioner of Patents, Washington, D. C.

An External Liniment.

E. C. E. writes: "Can you supply a formula for an external liniment containing either aconite liniment, fluidextract of aconite, or tincture of aconite; oleoresin of capsicum or fluidextract of capsicum; sulphuric ether, and oil of turpentine?"

The following may answer your purpose:

Fluidextract of aconite.....	1 fluidounce.
Oleoresin of capsicum.....	1 drachm.
Ether	2 fluidounces.
Oil of turpentine.....	4 fluidounces.
Oil of thyme.....	½ fluidrachm.
Oil of origanum.....	2 fluidrachms.
Alcohol, to make.....	1 pint.

Mix.

If a different proportion of the ingredients is desired, a little experimentation should enable you to determine the proper combination.

Who Makes "Mentholated Tar Ointment?"

T. J. H. writes: "I am desirous of obtaining a supply of a preparation marketed under the name of 'Mentholated Tar Ointment.' I have tried in every conceivable way to locate the manufacturer, but so far I have been unsuccessful. Can you help me out?"

"Mentholated Tar Ointment" is not listed in any of the catalogues which we have at hand. It may be, however, that some of our readers are familiar with the product. We are, therefore, issuing an appeal for help in the hope that some one will furnish the necessary information.

Will some member of the BULLETIN family send us the manufacturer's address so that we, in turn, may pass it along to T. J. H.?

Brass Polish in Liquid Form.

F. J. A. asks: "Can you print a formula for a brass polish in liquid form?"

The following has been recommended as producing a satisfactory preparation:

Levigated ferric oxide.....	4 ounces.
Oil of mirbane.....	12 minims.
Putz oil.....	16 fluidounces.

Mix thoroughly by agitation. Two ounces of Kieselguhr may be used in place of the ferric oxide, and crystal white petroleum oil may be substituted for the Putz oil.

You will find a formula for an automobile polish containing liquid paraffin in the department of "Business Hints" elsewhere in this issue.

M. J. W.—We are not familiar with the composition of the proprietary preparation you mention.

THE SCRAP BOOK.

WALKING into a Scott street drug store, a North Sider, who evidently had not been reading the *Telegram* or he would have known that within the last couple of weeks quinine has advanced more than 1000 per cent in price, asked the clerk, who stepped forward to wait on him, for ten cents worth of quinine.

"If you want to take it that will not be enough to make a bitter taste in your mouth," the clerk replied.

"Well, I don't know anything about that. My wife told me to get ten cents worth, so I guess that is what I had better take home with me."

"Very well," said the clerk, "if I can drop as little as that you may have it."—*Youngstown Telegram*.

THE standard of purity and uniformity maintained in the Mercurial Preparations manufactured by Chas. Pfizer & Co., has given their brand an enviable reputation among the trade generally, and more particularly among Manufacturing Pharmacists.

Their Calomel especially, owing to its purity and white color, is peculiarly adapted for use in the manufacture of pills, etc., and their brand of Powdered Corrosive Sublimate is invariably desired by those who require a uniformly white and dry powder.—*Adv.*

OATH OF THE ANCIENT PHARMACISTS.—A very interesting relic of ancient times, the oath of Parisian apothecaries, has recently been brought to light by M. Dorveaux, librarian of the School of Pharmacy of Paris. It speaks for itself and in its first paragraph follows the example of the Church and imposes the obligation "to love and to honor my parents in so far as shall be possible to me." Other sections of the oath are these:

"Item, not to slander any of my old teachers, masters or others, whomever they may be.

"Item, to labor as arduously as possible for the honor, the glory, the adornment and the majesty of medicine.

"Item, not to teach to idiots or ingrates the secrets of the same.

"Item, to disclose to no one the secrets that shall have been committed to me.

"Item, to furnish medicine to no one afflicted with an acute disease without first having taken counsel of a physician.

"Item, never to give to a person any kind of poison to drink, and to counsel him never to give such to anyone, even his worst enemies.

"Item, to follow from point to point the instructions of the physicians, without adding to or subtracting therefrom.

"Item, to give aid equally to all who employ me, and, finally, to keep no harmful or vicious drug in my shop."—*The Clinic, Boston Transcript*.

"Knowledge Is Power"—



and the timely Knowledge that

Antiphlogistine
TRADE MARK

is the best thing in the shop for Colds, Sore Throat, Bronchitis, Pain in the Chest—in fact every kind of inflammation—is a "powerful incentive" to the shrewd Druggist to STOCK EARLY and secure the discount on quantity—

5% on orders of \$12.00

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.

NEW YORK, U. S. A.

We can
recommend
the
proper

PEROXIDE
for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously

For Prices, Formulas, etc., Inquire

THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street,

PITTSBURGH, PA.

SHE: "What, Fanny Jones engaged? Well I've always said that no matter how homely a girl may be, there's always some fool ready to marry her. Who's the poor man?"

He: "I am."—*Boston Transcript*.

EVERY druggist knows that to make a success of his business he must turn over his capital not less than three times every year.

Here's a chance for you to take on a line that insures an annual capital-turnover of from twelve to fifty-two times. The line is magazines and other periodicals that meet with ready sales.

To find out about it clip and mail the coupon attached to the ad, on another page of this issue, of the American News Co., 9-15 Park Place, New York.

You will receive a price list and full particulars in regard to installing a profit-paying news department similar to those operated by thousands of successful druggists throughout the country.

"JUST what is meant by circumlocution?" asked the seeker after knowledge.

"I haven't a definition on the tip of my tongue," replied the busy man, "but if you will look in the paper, I dare say you will find a very good example of it under the general heading of 'Diplomatic Correspondence.'"—*Birmingham Age-Herald*.

THE new flagman could not leave until the limited express due at two minutes of 7 had safely passed. One night it was late. About 12 minutes past the gateman heard it in the distance and seized his red lantern. The engineer was making up for lost time, but brought his train to a standstill at the wave of the red light. He jumped off and ran ahead to find out why he was signaled.

"What made you signal?" he demanded, angrily, seeing no danger.

"What kept ye?" calmly questioned the gateman.—*Philadelphia Ledger*.

HÖRNICK, MORE & PORTERFIELD, wholesale druggists, Sioux City, Iowa, distributors of Walrus soda fountains, recently installed two carloads of Walrus fountains in their Sioux City show room for display purposes for the coming season.

J. H. Carnahan, manager of the Morris-Morton Drug Co., Arkansas distributors for Walrus soda fountains, has returned to Little Rock after a visit to the Walrus factories at Decatur, Ill.

"YES," said the young physician of aristocratic lineage, "our family has a motto, but I prefer not to use it. It is a little too suggestive in my profession."

"What is the motto?"

"Faithful unto death."—*Chicago Herald*.

Make Money Because

THIS IS A YEAR OF COLOR SCHEMES IN DRESS

Women are paying more attention to the color of their costumes. This year women are dressing in one color from head to foot.

Diamond Dyes

There will be an increased demand for Diamond Dyes this season.

Keep a full stock on hand.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

HONORS FOR DR. EBERLE.—During the first week of December, shortly before his departure for Philadelphia, from where he will edit the *Journal of the A. Ph. A.*, Dr. Eugene G. Eberle was twice honored by groups of friends in Dallas, Texas.

The first occasion was a luncheon tendered to Dr. Eberle by prominent Texas members of the order of Masons. Dr. Eberle is a thirty-third degree Mason. At the close of the luncheon he was presented with several valuable Masonic emblems.

The second affair was a banquet given by members of the faculty of the Baylor University College of Medicine and Pharmacy. Prior to his removal from Dallas, Dr. Eberle was dean of the school of pharmacy, having served in that capacity since the organization of the school

POTASSIUM IODIDE, in both the granular and crystalline forms, that complies with all U. S. P. requirements, is offered by the Albany Chemical Company, Albany, N. Y.

This concern also solicits inquiries regarding medicinal, photographic and technical chemicals in original or broken packages.

"You know that story about Esau and his pottage?"
"Yes."

"Didn't he make a mess of it?"—*Rocky Mountain News.*

"I'm sure I'll get all confused and mixed up when I meet your father."

"That's all right. He'll help you out."—*Judge.*

CRAMMED FULL of the most useful, the most valuable, the most profitable ideas that could possibly be brought together—"350 Dollar Ideas For Druggists."

The book is filled with dispensing and compounding ideas, practical store devices, money-making formulas, advertising schemes, store and window displays, book-keeping and accounting suggestions, and tried-out, feasible methods for the soda fountain and prescription department.

Every idea has been worked out in actual practice. Every one has been subjected to successful trial. Each idea was paid for at the rate of \$1 each.

You can get this \$350 collection of money-makers and money-savers by sending only \$1.00 to E. G. Swift, P. O. Box 484, Detroit, Mich.

THE EDITOR of the "heart-to-heart talk" column of a daily newspaper received the following letter from a young man:

"Please tell me why it is that a girl closes her eyes when a fellow kisses her?"

To which the editor, in a fiendish moment, replied:
"Send me your photograph and perhaps I can tell you."—*The Tatler.*

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

SILAS: "The constable thinks the postoffice safe was blown by local talent!"

Hank: "Local talent! Ha-ha. Jim's only trying to flatter the community into re-electing him!"—*Eastern Democrat*.

"You seem certain you'll be able to prove your client is sane?"

"Yes," replied the lawyer. "The only witnesses the other side has are professional alienists."—*Life*.

"300 READY-TO-USE ADS FOR DRUGGISTS" is the title of a book that contains valuable "copy" for the druggist who prepares his own advertisements. A description of the contents of the volume, together with descriptions of five other useful books, is contained in the ad of the Spatula Publishing Co., 2 Sudbury Bldg., Boston, Mass.

Now is a good time to turn to the ad and see if one of the volumes will not help solve some of the problems that are bothering you.

"I HEAR you ca-a-alling me," warbled daughter from the parlor.

"Yes," sang mother from the kitchen, "I want you to help me with the dis-s-shes."

And then a profound silence reigned.—*Louisville Courier-Journal*.

"How did Teller get his cold?"

"All the drafts in the bank go through his cage."—*Boston Transcript*.

FREEDOM from corrosive inks and ill-smelling adhesives is yours if you handle the "Higgins" line. They are sweet, clean, well put up and always ready for use.

Inks and adhesives form an attractive and profitable drug-store side-line. To convince you of this fact Chas. M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y., offers to send prices, discounts, and printed matter giving full particulars.

Why not send for them to-day?

WILLY: We've got a new Sunday school teacher, and I don't like him.

Father: Why so, my son?

Willy: He's Mr. Carver, the butcher, and he talked shop all afternoon.

Father (surprised): Talked shop! What do you mean?

Willy: Why, he talked all about killing the fatted calf, and led like a lamb to slaughter.—*Puck*.

"So you are going to start a bakery?"

"If I can raise the dough."—*Boston Transcript*.

Send for Samples of These Transparent Nipples

By their insistent demand for sanitary nipples doctors and nurses are gradually but none the less surely bringing such nipples into ever-widening use. The result is certain, better protection for baby's health.

Because the production of a practical and satisfactory transparent nipple is exceedingly difficult, it is inevitable that there will be many unsuccessful attempts made to meet this constantly increasing demand.

Faultless Sanitary Nipples, either Transparent or Pure Para, fully meet all modern requirements for a safe, practical, satisfactory, sanitary nipple. They are made by a Patented Process. They are equal or superior in every respect to nipples formerly imported. They are attractive in appearance, practical in use and will please your trade and build up your nipple business. Made in several sizes and styles as listed below:

Our Three Leaders

"KANTCHOKE"

Regular (Pat. June 22, 1909)
No. 50 Pure Gum Transparent,
Gross, \$4.50.
No. 25 Pure Para Rubber,
Gross, \$4.80.

"FAULTLESS"

No. 755 Pure Gum Transparent,
Gross, \$4.20.
No. 750 Pure Para Rubber,
Gross, \$4.50.

"KANTCHOKE"

Ball Top (Pat. June 22, 1909)
No. 20 Pure Gum Transparent,
Gross, \$4.20.
No. 10 Pure Para Rubber,
Gross, \$4.50.

Also made in several other styles and sizes, including comforters in both Pure Gum Transparent and Pure Para Rubber.

Upon request we will send sample to any interested buyer.

THE FAULTLESS RUBBER COMPANY,

34 RUBBER STREET, ASHLAND, OHIO, U. S. A.



POSTPONED from November 11, the short course session for druggists of the State of Iowa will be held on January 18 and 19 by the University of Iowa College of Pharmacy.

This course of special instruction, an outcome of a suggestion by the State Pharmaceutical Association, will consist of lectures and demonstrations on accounting, salesmanship, store lighting, business management, etc. Several prominent speakers have signified their intention to be present.

DESPITE the ever-increasing difficulty of obtaining many drugs and chemicals occasioned by the European struggle, the Hoffman-La Roche Chemical Works, New York City, is maintaining before-the-war prices on "Roche" specialties.

The "Roche" line includes Digalen, Pantopon, Sedobrol, Thiocol, and Larosan.

PEGGY: "Now will you listen to me while I tell you the plain truth, Reggy?"

Reggy: "I'm all ears, Peggy."

Peggy: "That's just what I was going to say, only I should have put it differently."—*Illustrated Bits*.

"RASTUS is a queer stick."

"Yes, indeedy. He'd rather work dan git married."—*Boston Transcript*.

WIFE: "John, Uncle Jabez, the prohibitionist, has sent you a keg of unfermented grape juice!"

Husband: "Great! Put a yeast cake in it and let it ferment."—*Milwaukee Sentinel*.

ARE you looking for increased profits this year?

Why not do as thousands of other druggists have done—make your store "photographic headquarters?"

Anso cameras, Anso Speedex film, and Cyko paper is a combination that is making desirable profits for dealers in all parts of the country. Only a comparatively small investment is required to start in the business and the profits soon pay the initial expense.

To help make sales easier the Anso Company furnishes a complete assortment of advertising helps that can be used for attractive window displays and counter distribution.

If Anso supplies are not handled in your locality send to-day to the Anso Company, Binghamton, New York, for the Anso catalogue, stock order suggestions and full information as to how to become an Anso dealer.

"WHY don't you subscribe to my paper, Uncle Hy" asked Editor Josh Lotts of the Smileyville *Express*.

"It would be useless extravagance," replied Farmer Hyperbole Medders. "My wife belongs to the Chau-tauquy Club, the Sewin' Circle, and the Missionary Society."—*Judge*.

HORLICK'S

The Original

The Standard

For more than a quarter of a century

SELLS ON ITS OWN MERITS

The Season is at hand for

HORLICK'S MALTED MILK HOT

Advertising matter sent on request

HORLICK'S MALTED MILK CO. - Racine, Wis.

PAT was going along a road, and, wanting a match, called at the house of a farmer. The woman who gave the match asked Pat if he wanted work. The reply being in the affirmative, the woman brought him into the house.

"There is a room full of flies. I want you to kill them."

"Good," said Pat, taking off his hat and coat. "Send them out one by one."—*Disston Crucible*.

ATTACHED to the ad, elsewhere in this issue, of the M. P. Gould Company, 120 West 32d Street, New York City, is a coupon which will bring you a full explanation of the company's new invention, a most economical and space-saving advertising and cut service.

The service has taken years to work out, and has cost thousands of dollars to produce. Yet is offered to druggists at an exceptionally low price.

The company's advertisement will give you a slight idea of the large amount of valuable material furnished to each subscriber to the service. Turn to the ad now—it will pay you to become acquainted with the many features of the new Gould invention.

PROUD FATHER: "That is a sunset my daughter painted. She studied painting abroad, you know."

Friend: "Ah! that explains it. I never saw a sunset like that in this country."—*Puck*.

REPORTER: "How about a story on the subject 'medical science revolutionized by startling discovery?'"

City Editor: "Nothing doing. We've revolutionized medical science three times this week."—*Life*.

"INDIFFERENT containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved."

Or stated in another way—good containers are a necessity, not a convenience.

American cans—good containers—are manufactured by the American Can Co., New York, Chicago and San Francisco.

Ask for samples and prices. The company has offices in all large cities.

THEY were sitting hand in hand on the gnarled trunk of a fallen oak.

"I dreamed of you last night," she said, in a rich cockney accent.

"Did you, really?" he inquired, and a tint of red suffused his brow like the blush that kindles on the timid cheek of morn.

"Yus," she said, "I allus dreams when I 'as a good tuck-in of lobster and rhubarb-pie afore goin' to roost."—*Tit-Bits*.

We Want One Good Druggist in Your Town

to take the exclusive agency for McILVAINE'S FINEST CREAM LUCCA OLIVE OIL, if we are not already represented there. We will send strong letters, booklets and other convincing advertising matter direct to consumers in your city which will create business for our agent. ARE YOU THE MAN?



McILVAINE'S FINEST CREAM LUCCA OLIVE OIL

comes from the famous Lucca district and is the highest grade Olive Oil brought to this market. We have imported it for thirty-five years and we fully guarantee its superiority, unequalled quality and purity. Let us send you particulars about it.

Write at once for our attractive exclusive agency proposition. It will make your Olive Oil business what it should be in the way of sales and profits.

McILVAINE BROTHERS

Established
1844

Drug Importers and Millers

1500 Hamilton St.,

PHILADELPHIA

Established
1844



MODERN CHILD: "What do they mean by a long winter evening?"

Mother: "A portion of the day which existed before the era of movies and talk machines.—*Judge*."

Rusticus: "I tell ye, a dollar don't go far in N'York!"

The Wise 'Un: "Huh! Ought to, seein' the speed it goes at."—*Judge*."

HERE'S a combination which is advertised to your customers and on which you can make a liberal profit—Young's Victoria Cream, Victoria Powder and Victoria Soap. The combination is recommended as a home treatment for improving the complexion and the appearance of the skin in general.

The cream retails for 50 cents, the powder for 35 cents, and the soap for 15 cents. Customers are advised to purchase all three in order to get best results.

For trade prices and complete details, address Frederick H. Young & Co., Toledo, Ohio.

"WHAT do they mean by the expression, spilling the beans?"

"It is from Boston, and means the divulging of information concerning which one should have been more reticent."—*Louisville Courier-Journal*.

A RECENT NOTICE in the society columns of the *St. Louis Globe Democrat* contains an announcement of the engagement of Henry Worthington Eddy and Miss Berenece Whittier. Mr. Eddy is president of the Underwriter's Service Company and attorney and manager of the Druggists' Indemnity Exchange. Both Mr. Eddy and Miss Whittier are prominent in St. Louis musical and social circles.

"I WISH some plug tobacco for my husband."

"Yes'm. What kind?"

"I hardly know. What flavors have you?"—*Louisville Courier-Journal*.

"FRITZSCHE BROTHERS" on the label of an essential oil container means that the contents are guaranteed both as to purity and quality.

Fritzsch Brothers essential oils are obtainable at all wholesalers.

"My cousin is a true pessimist."

"How's that?"

"Even the brand of hope he uses is forlorn."—*Kansas City Journal*.

FIRST AUTOIST: "How's the road? Rough?"

Second Autoist: "Well, I'll say it's no place to trust to cheap dentistry."—*Judge*.

Consider the Profit on
an Investment of \$2.00
Turned over each Month!

BUY A DOZEN
MRS. WINSLOW'S
SOOTHING SYRUP
Absolutely Non-Narcotic.

With the assistance of our advertising you should be
able to sell one dozen each month.

ANGLO-AMERICAN DRUG CO.,
215-217 Fulton Street, NEW YORK.

RANDALL: "I just borrowed five dollars from a friend."

Rogers: "Give me his address quick."

Randall: "Why?"

Rogers: "A man who would lend money to you would lend it to any one."—*Life*.

THE "Perfect Pakt" oval is a new prescription bottle that insures against dust, dirt and breakage.

Each "Perfect Pakt" oval is washed, sterilized, stoppered and then packed in an individual cardboard cell. Its use eliminates bottle washing, hunting for proper-sized corks, breakage and other needless-to-enumerate details which are accompaniments to the use of bottles packed in the old-style method.

"Perfect Pakt" ovals cost but little more than ordinary bottles. You can find out all about them by sending the name of your jobber to the Skillen-Goodin Glass Co., Yorktown, Ind.

A YOUNG LADY who lisped very badly was treated by a specialist, and learned to say the sentence: "Sister Susie's Sewing Shirts for Soldiers."

She repeated it to her friends, and was praised upon her masterly performance.

"Yeth, but ith thuth an ectheedingly difficult remark to work into a converthathion—ethpethially when you conthider that I have no thither Thuthie."—*Everybody's*.

A NEWARK woman who lives in an apartment-house changed her ice-man not long ago, and the next day the youth who drove the team for the new man put the piece of ice on the dumbwaiter in the basement to be hoisted up. She pulled away.

"Heavens!" she exclaimed. "That new ice-man certainly gives good weight!"

After much effort she got the dumbwaiter up to the kitchen level. To her amazement there was a small boy sitting upon the ice. With what little breath she had left, she demanded:

"What in the world did you make me pull you up here for?"

"Why," replied the youngster, "I thought maybe the cake would be too heavy for you to lift, so I came up to help you off with it."—*Lippincott's*.

At a cost of only 2 cents a gallon the Stokes Automatic Water Still will supply you with the U. S. P. quality of distilled water. The machine itself, ready for use, costs but \$18.

Ask the F. J. Stokes Machine Co., Philadelphia, Pa., for descriptive literature.

"JOHNNY," said the teacher, "what is a dromedary?" Johnny didn't know, but Ralph did.

"I know," he said proudly. "A dromedary is a two-masted camel."—*Christian Register*.

NATIONAL ~~\$45.00~~ ZIG ZAG RADIATOR

and STREAMLINE HOOD

INCLUDING RADIATOR, HOOD, HOOD LEDGE and SPECIAL CRANK
Easily installed on any new or old Ford car



PATENTED 1915
OTHER PATENTS PENDING

REDUCED evaporation, efficiency of motor, and luxurious appearance through installation of NATIONAL ZIG-ZAG RADIATOR and STREAMLINE HOOD particularly appeal to the Physician who requires exacting service.

Water cells run in Zig-Zag columns to retard the flow for maximum cooling efficiency.

Semi-pointed front adds to length of car and enhances the streamline effect.

Best of material and construction throughout. Radiators severely tested with compressed air under water. Finished in Nickel, Polished Brass or Black Enamel.

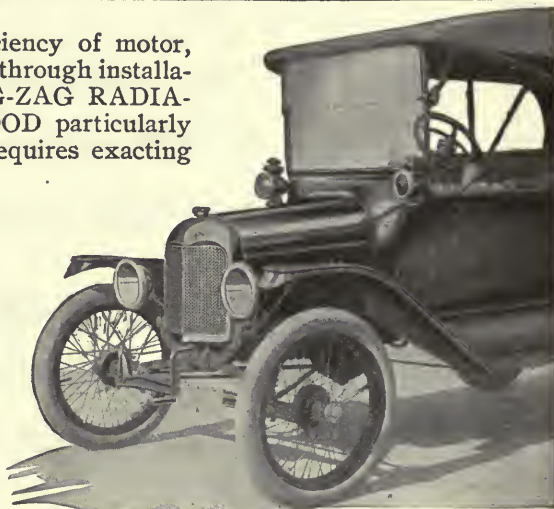
Place your order NOW and be prepared for the unfavorable roads.

If your dealer cannot supply you write us direct for illustrated circular and instructions for installation.

NATIONAL CAN COMPANY

Radiator Department

Detroit, Michigan



The RESULT

"AN' me Cousin Delia's lost her place. The mistress discharged her for loightin' the fire with kerosene."

"Faith! She was lucky to lose nothin' but her place."—*Puck*.

You can't do best work if the typewriter you are using is a clickety-clack affair, the noise of which distracts your attention.

The "Silent Smith" is a machine which is almost absolutely noiseless in operation. A catalogue telling all about it will be sent free of charge, if you address the L. C. Smith & Bros. Typewriter Co., Syracuse, New York.

Or better yet, test the "Silent Smith" for yourself. The company has branches in all principal cities.

MOTHER (who pays the bills): "What are all these charges on the Country Club bill—to Tom Collins?"

"That's all right, mother. He—he's my caddy."—*Life*.

"Does young Jiggsby come by his erratic temperament naturally?"

"Yes; his mother was a grand opera singer and his father was a left-handed pitcher."—*Puck*.

O'LEARY, V.C., is bright as well as brave. To a young fellow who begged him for one of his buttons as a keepsake, Michael said:

"Is it one button only you're wantin'? Sure, if ye'll just cross the road a bit there's a fine-lookin' sergeant there who'll give you a coat full of buttons for the asking; and you'd look mighty fine in khaki, me lad."

The souvenir-hunter disappeared.—*Boston Transcript*.

ORDERING glass bottles in small-size cases keeps down heavy stock investments, makes for easy handling, saves valuable store room and, to a great extent, eliminates breakage.

The F. E. Reed Glass Co., Rochester, N. Y., packs high grade prescription bottles in small cases. The company will send you a price list or samples if you mention the BULLETIN OF PHARMACY.

"I WANT to see your beauty-editor," said the caller at the sanctum of a popular magazine.

"Are you following her advice?"

"I am."

"Got confidence in it?"

"I have."

"Then you don't want to see her."—*Louisville Courier-Journal*.

Capital Stock—Cooperative Fire Insurance for Druggists.

How much is it worth to you to have insurance which is not merely solvent under ordinary conditions, but which is prepared to meet any emergency? A Policy in the A. D. F. I. Co. gives you Capital Stock protection of the highest reliability, and at the same time makes you a saving of 25 per cent in premium cost.

SURPLUS TO POLICYHOLDERS OVER \$300,000.00

LICENSED AND OPERATING IN 34 STATES.

Ask for our proposition on your store—a post-card will bring it.

The American Druggists' Fire Insurance Co.

1004-1005 Mercantile Library Bldg., CINCINNATI, OHIO.

"THE population of our town is certainly growing."

"How many people in your town now?"

"There ain't any more than there were last year, but the children are a whole lot bigger."—*Houston Post*.

It is a business axiom that new things are added to druggists' stocks as fast as they appear on the market. To do otherwise would be likely to cause customers to trade elsewhere.

New departures in store furniture, too, need to be kept abreast of. The store that has the most effective show cases, and consequently the most attractive merchandise display, is the one that is in line for the best business.

If you think that your show cases may need replacing, ask the Quincy Show Case Works, Quincy, Ill., for catalogue 22. It contains ideas that may be of profit to you.

PEPPER: "I've just read Rimejinx's new book of verse. There's more truth than poetry in it."

Corn: "I didn't find much truth in it."

Pepper: "Neither did I."—*Argonaut*.

DRUGGIST in the prohibition belt (to trusty friend): "Tonight, old man, I've got a treat for you. I'm going to open up a bottle of Lydia Pinkham, 1884."—*Kansas City Journal*.

FRIEND: "What? You're not going back on the stage this season?"

Great Artist: "No. I have so many cash-orders ahead for testimonials for piano-players, hair-tonics, bath-soaps, massage-creams, hair-bleach, headache-dope, champagnes, safety-razors, cigarets, life-insurance, and chewing gum that I can't find time for less important things."—*Variety Notes*.

"You and Grump seem to get along pretty well."

"Yes. You see, he never borrows anything but trouble, and that's all I ever have to lend."—*Boston Transcript*.

A TREFOIL CORK in the neck of a bottle indicates that the same high quality of ingredients enters into the contents of the bottle itself.

Low-cost advertising, isn't it?

Trefoil prescription corks are made by the R. W. McCready Cork Co., Chicago, Ill. Jobbers sell them.

"WHEN we drank from the same canteen," roared the old veteran.

"Grandpa," interposed his grand-daughter, "the sentiments of that song are praiseworthy, but I fear they may tend to counteract certain health-rules I have been trying to teach little Waldo. Don't you know any songs about sanitary drinking-cups?"—*Louisville Courier-Journal*.



VORTEX SANITARY SERVICE

REDUCED IN PRICE.



Realizing the necessity for the lowest possible cost of a Sanitary Soda Fountain Service, and enjoying an enormous increase in the volume of business, induces us to make a big reduction in the prices of our PARAFFIN PAPER CUPS, which becomes effective

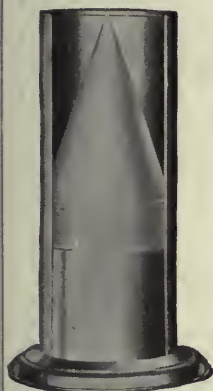
DECEMBER 1st, 1915.

You can increase your business and decrease the cost of your service by installing our System, thereby satisfying the ever increasing popular demand for better sanitation in Soda Fountain Service.

Ask your jobber for our new prices, and if he will not supply you—write us.

THE VORTEX MFG. CO.

CHICAGO.



HE: "The professor has returned with a very interesting relic."

SHE: "Yes—I had tea with her yesterday."—*Punch Bowl.*

A RECENT DECISION by the U. S. Court of Appeals sustains to H. Planten & Son, Brooklyn, N. Y., the right to the exclusive use of the trade-marks "C & C" and "C & C or Black" as applied to capsules.

Planten's "C & C or Black" capsules have been popular sellers in drug stores for nearly a century.

To tell a mushroom, merely eat
The specimen that you may meet.
And note next day with studious care,
If you've stayed here or gone elsewhere.

—*The Flourman.*

RICH LADY: Oh, doctor, are you quite sure this illness will not be my last?

Young M. D.: So sure, madam, that I ordered a new eight-cylinder car only yesterday.—*Erie Review.*

"Was it your craving for drink that brought you here?" asked the sympathetic visitor at the jail.

"Great Scott, ma'am! Do I look so stupid as to mistake this place for a saloon?"—*Buffalo Courier.*

"I NEVER deceive my wife."

"You deserve credit for that."

"No. The credit belongs to her."

"How so?"

"I'm unable to spin a yarn she can't see through."—*Birmingham Age-Herald.*

SHE: You are too severe, James. Even the suffragette is one of God's screechers.—*Life.*

THAT raise in salary you are looking for—why not earn it by adding to your knowledge of pharmacy?

The course offered by the Practical Druggist Institute, 53 Gold Street, New York City, teaches you at home without obliging you to give up your work. The cost is small and the course is thorough and complete. When finished you are prepared to take the Board examination.

Sample lessons and terms will be sent upon request if you mention the BULLETIN.

"Did you ever dream of being a pirate when you were a boy?"

"Oh, yes. Isn't it queer? Now I'm in the prosaic business of managing an automobile repair-shop."

"Umph! You didn't miss it so far."—*Birmingham Age-Herald.*

Pure Cotton-Made in the "Sunny South."

"SALCO"

ABSORBENT COTTON

Druggists, Physicians, Hospitals and Families all use "SALCO"

Knowing it to be the finest absorbent cotton. Made from pure cotton just from the snow-white fields of the "Sunny South." Put up under special process in the most attractive sanitary package to be had.

Samples upon request.

Manufactured by SOUTHERN ASEPTIC LABORATORIES, Incorporated
COLUMBIA, S. C., U. S. A.

HE: "What do you call that part of your skirt under the lace?"

She: "Oh, that's a slip."

He (blushingly): "I beg your pardon."—*Gargoyle.*

LIKE FINDING MONEY.—A new 10-cent trial-size box of Brown's Bronchial Troches has been placed on the market recently, and for a limited time dealers can obtain the new package at no cost to themselves.

Until February 1, 1916, the manufacturer will give 1/6 dozen of the 10-cent size free with every dozen of the 25-cent size at \$2.00 a dozen. Thus on an order for 6 dozen of the 25-cent size the dealer gets 1 dozen of the 10-cent size absolutely free of charge. And the sale of the free goods is guaranteed by the makers.

The real purpose behind this plan is to bring an immediate and increased demand for the 25-cent, 50-cent, and \$1 sizes of Brown's Bronchial Troches which have been a popular remedy for coughs, hoarseness, and other throat troubles for nearly seventy years.

Advertising space in the leading magazines, and in daily and weekly newspapers, is being used to make sales still easier.

To get the new size package—and the added profits from their sale—send your order to John I. Brown & Son, Boston, Mass. The free goods will be sent to you direct, while the order for the regular sizes will be filled by your favorite jobber.

But you must order promptly. The liberal free goods offer expires February 1.

"SIR," said the young man respectfully, "I am a poor man and you are a millionaire. It seems presumptuous in me, no doubt, to aspire to the hand of your daughter. But my love for her is so great that I cannot be stopped by such considerations. Love scorns conventions and conveniences. Ah, sir, will you give her to me?"

The old magnate seemed interested. "But which of my four daughters do you want?" he asked, not unkindly.

Eagerly, the suitor made answer: "Oh, I'll leave that to you, sir!"—*Cleveland Leader.*

"PEERLESS brand corks, manufactured expressly for the finest prescription trade."

The J. H. Paddock Co., Bush Terminal, Brooklyn, N. Y., will tell you about them.

"ANOTHER new hat! You should really save your money, with the price of everything going up."

"But why? The longer I save it, the less I can buy with it."—*Clothes Topics.*

"DID you read that mad dog story in the newspaper?"

"No—but I heard it was very snappy."—*Chicago Tribune.*

MADE IN AMERICA
Abbott's

ACCURACY AND
PURITY
GUARANTEED

PHARMACEUTICALS
ALKALOIDS
ALKALOIDAL
SPECIALTIES
SERUMS - VACCINES
PRICE LIST ON REQUEST

THE ABBOTT LABORATORIES
(THE ABBOTT ALKALOIDAL CO.)

CHICAGO
NEW YORK SAN FRANCISCO
SEATTLE LOS ANGELES TORONTO

BLONDINE: "Gertrude Giddigad's coloring is rich, isn't it?"

Brunetta: "Yes, to the point of extravagance."—*Judge*.

"MAKING every dollar spent for advertising doing its utmost limits of work" is one of the objects achieved by the Manning Advertising Service for drug stores.

The Manning Service, furnished to only one dealer in a locality, contains copy for newspaper ads, locals, booklets, circulars, folders, blotters, mailing cards, counter slips, circular letters, signs, mail order ads, window displays and picture slide advertising. The Service shows you how to make every inch of your advertising space do its maximum work and covers everything which may be required to build or hold business.

You can have the exclusive use of this Service at a cost of only one dollar a month. Clipping to-day the coupon attached to the ad of the Manning Advertising Service, St. Louis, Mo., which appears on another page of this issue, entitles you to thirteen months' service for the price of twelve.

TOMMY (after a thumping): "You're awful hard on me, ma."

Mother: "That's because you've been very naughty and wicked."

Tommy: "Well, gee! You should remember that you didn't die young yourself."—*Boston Transcript*.

PICKING her way daintily through the grime of the locomotive works, a young woman visitor viewed the huge operations with visible awe. Finally she turned to a young man from the office who was showing her through, and, pointing, asked, "What is that big thing over there?"

"That's a locomotive boiler," the young man replied.

She puckered her brows. "And what do they boil locomotives for?"

"To make the locomotive tender." And the young man from the office never batted an eyelash.—*Sphinx Talks*.

A FREE COURSE in show-card and sign writing in a leading correspondence school, together with a high grade air-brush, is offered to each buyer of an assortment Nobema ready-to-use colors.

This offer is made for the purpose of introducing Nobema "honestly honest" colors and if you wish to profit by it write at once to the Nobema By. Co., 8 S. Dearborn Street, Chicago, Ill.

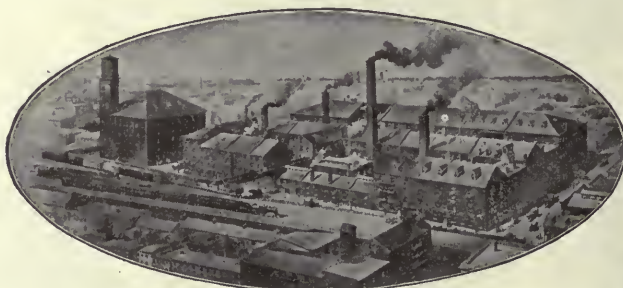
THEY had just come in from Ni Wot to see the old fashion show.

"Gracious, Hiram!" said the old lady. "Them awful society women dress like they was goin' swimmin'!"

"O' course, Jerusha. Hain't you heard that in the social swim the wimmin try to outstrip each other?"—*Field and Farm*.

P
W
R

FOUNDED 1818
Powers - Weightman - Rosengarten Co.
Manufacturing Chemists



NEW YORK PHILADELPHIA ST. LOUIS

MORPHINE SULPHATE, Flakes or Cubes STRYCHNINE and Salts CODEINE and Salts
QUININE SULPHATE and other Salts MERCURIALS. ACID CITRIC. ACID TANNIC
POTASSIUM IODIDE, Crystals or Granular ETHER, U. S. P., FOR ANAESTHESIA

BISMUTH SUBNITRATE

WHITE

BULKY

TASTELESS

COMPLETE LIST ON REQUEST.

SPECIFY "P-W-R ORIGINAL PACKAGES."

THE NEW PARSON: "Well, I'm glad to hear you come to church twice every Sunday."

Tommy: "Yes, I'm not old enough to stay away yet."
—*London Opinion.*

INCREASED EFFICIENCY FOR YOUR FORD CAR.—Installing a National Zig-Zag radiator on your Ford car insures reduced evaporation, gives added motor efficiency and imparts an appearance of luxury.

The water cells run in zig-zag columns, thus retarding the flow and giving maximum cooling efficiency. A semi-pointed front adds to the length of the car and enhances the stream-line effect.

National Zig-Zag outfits, finished in nickel, polished brass or black enamel, include radiator, hood, hood ledge and special crank, easy to install on any new or old Ford car.

The price is \$45.00 complete.

If your dealer cannot supply you write direct to the National Can Co., Radiator Dept., Detroit, Mich., for an illustrated circular and instructions for installation.

"MR. REDINK," said the boss severely, "you got off yesterday afternoon under the plea of being sick. I saw you afterward going to the races, and you didn't appear to be at all sick."

Mr. Redink was fully equal to the occasion. "You ought to have seen me after the second race, sir," he said.—*Puck.*

"MR. NOORITCH," said the art dealer, "here's a very fine copy of Gainsborough's celebrated painting, 'The Blue Boy.' I'll sell it to you comparatively cheap."

"I don't want it."

"Why not? It would be just the thing for your new home."

"It seems to be Little Boy Blue, all right, but where's his horn, and the cows, and the corn?"—*Birmingham Age-Herald.*

SAL HEPATICA, Gastrogen tablets, and Clinton Cascara, Active, sold in the winter-time and all the time.

They are made by the Bristol-Meyers Co., New York City, and are carried in stock by all jobbers.

THE inevitable is what men call the sum total of all their mistakes.—*Puck.*

OLD MAID: "Frederick, why do you persist in kissing me so often?"

Young Brother: "Well, sis, you always look so grateful."—*Life.*

FATHER: "There, now look pleasant, boys. Here's a penny for each of you!" (After picture is taken) Finely done! Now give me the pennies back again."—*Meggendorfer Blatter.*

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, New York

BRANCH OFFICES:
Paris, France 42 Rue du Marche
London, England 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

"WHAT a red beard you have. How does that happen?"

"Well, you see, it is very wiry, and when I wash my face, it rusts."—*Cornell Widow.*

Here lies the body of Susan Lowder
Who burst while drinking Seidlitz Powder,
Called from this world to her Heavenly rest.
She should have waited till it effervesced.

— *Canadian Pharmaceutical Journal.*

THERE are no lost profits to Pinex sales. If the customer is not completely satisfied the dealer is authorized to refund the purchase price. This price the Pinex Company returns, in full, to the dealer.

You can afford to guarantee Pinex—its yearly increase in sales demonstrates that it is finding, and keeping, favor with satisfied users.

Why not let the Pinex Company tell you about its proposition for druggists? The company's address is Fort Wayne, Ind.

"MADAM," shouted the angry neighbor, "your little Cosmo has just thrown a brick through our window!"

"And would you bring me the brick?" beamed Cosmo's mother. "We are keeping all the little mementos of his youthful pranks."—*Christian Register.*

FIRST Motorist (after very narrow shave): "But why all this fuss? We haven't damaged you. You can't bring an action against us."

Second Motorist: "I know I can't sir; I know I can't; that's just my point."—*Punch.*

RIGHT in line with the present-day demand for sanitation at the soda fountain is the Lock-Stub check system of controlling soda fountain receipts. The system provides each customer with a clean and attractive check that has never before been used.

In addition, the system does away with guesswork as to the returns the fountain pays. It stops "leaks" whether from dishonesty or carelessness.

A booklet describing the complete system, will be sent by the Lock-Stub Check Company, Bush Terminal, Brooklyn, N. Y., or 22 Quincy Street, Chicago, Ill. Write for it to-day. It will put you wise to some expensive irregularities likely to occur under antiquated systems and will also tell you how to correct them.

"FATHER," said the minister's son, "my teacher says that 'collect' and 'congregate' mean the same thing. Do they?"

"Perhaps they do, my son," said the venerable clergyman; "but you may tell your teacher that there is a vast difference between a congregation and a collection."—*Christian Register.*

TO ALL OF ITS READERS AND PATRONS

THE BULLETIN OF PHARMACY

EXTENDS ITS MOST SINCERE WISHES FOR

A PROSPEROUS NEW YEAR

PATIENT: "Doctor, I can't sleep at nights. What shall I do?"

Doctor: "Get a position somewhere as night watchman."—*Practitioner's Gazette*.

COMPLETE instructions for lettering price tickets, show cards, etc., are included with each introductory order for "Rapid Auto Pens." The choice of 76 sizes and styles of these single-stroke method pens is offered to each purchaser.

The special introductory offer includes, in addition to the instructions, 6 pens and 2 shades of lettering ink—all for \$1.00.

A catalogue and full particulars of the offer will be mailed to any one mentioning the BULLETIN. Address The Newton Automatic Pen Co., Dept. R, Pontiac, Mich.

ARTIST'S WIFE (during quarrel): "You were quite obscure before I married you."

Artist: "You didn't have any trouble in finding me."—*Boston Transcript*.

LITTLE EDNA: "Why wouldn't it do to pray for our bread once a week or once a month? Why must we ask every day for our daily bread?"

Older Sister: "So as to have it fresh, goosey."—*Boston Transcript*.

"WHAT do you consider the most despicable creature in the world?" he asked, by way of uncorking a little conversation.

"The man who knows he can't dance, but won't admit it," she retorted, glancing at her pumps, which showed evidence of frequent contact with his oxfords.—*Buffalo Express*.

GOOD LIGHT, from modern lighting fixtures, makes the whole store look cheerfully up to date, invites people to come in, shows goods at their best.

The Sun Light is a semi-indirect fixture using gasoline as the source of illumination. Sun Light fixtures furnish abundant, beautiful light in a cleanly and convenient manner and furnish it cheaper than gas, electricity, acetylene or kerosene.

A free book issued by the Sun Light Co., 1611 Market Street, Canton, Ohio, tells what Sun Lights will do for your store and also how you may sell them to customers at a liberal profit to yourself.

It means extra money in your cash drawer to send for the book to-day.

"ARE you of the opinion, James," asked a slim-looking man of his companion, "that Dr. Smith's medicine does any good?"

"Not unless you follow the directions."

"What are the directions?"

"Keep the bottle tightly corked."—*Tit-Bits*.

Y & S STICK LICORICE

Put up in
5c.
Boxes

A
Dust-Proof
and
Sanitary
Package



The
Old Fashioned
Remedy
for
Coughs
and
Colds

MANUFACTURED SOLELY BY

NATIONAL LICORICE COMPANY

For Sale by Wholesale Druggists in all Cities of the United States and Canada.

CLERK: "Couldn't I sell you a piano-player?"

Smith: "No, I married one."

Clerk: "I mean a mechanical one."

Smith: "That's the kind I married."—*Life*.

"HAS the backward season arrested the cotton crop?" was asked the Southern planter.

"It has," he replied, "but we think we will be able to bale it out."—*Indianapolis News*.

FOR crude drug grinding leading manufacturing chemists, drug and pharmaceutical houses, and manufacturers of proprietary medicines use Mead Mills exclusively.

Mead Mills grind by impact; there are no friction surfaces. They are durable and require less power than other mills of similar capacities.

A catalogue, illustrating Mead Mills, will be sent free of charge upon application to Mead & Co., 20th Street and M. C. R. R., Detroit, Mich.

"WHY do you object to my marrying your daughter?"

"Because you can't support her in the style to which she has been accustomed all her life."

"How do you know I can't? I can start her on bread-and-milk, same as you did!"—*Erie Review*.

FIVE MILLION DOLLARS' worth of Wilmarth fixtures are installed in United States drug stores.

That's one reason why you should send for a catalogue of the Wilmarth Show Case Co., 1520 Jefferson Avenue, Grand Rapids, Mich., if you are contemplating a change in your store fixtures. The Wilmarth experts are ready to help you plan out a sales-compelling store arrangement.

SHE was reading for the benefit of her spouse. "Just see the frightful effects of rum, John; here's a young man got drunk and walked right into a church."

John, trying to keep out of argument, but half asleep: "Yes, yes, m'dear, rum's liable to land a man most anywhere."—*Puck*.

By many physicians iodine, in its various forms, is held to be the most valuable agent in the entire materia medica. It is the doctor's first, and sometimes sole, recourse in the treatment of various affections.

To furnish physicians with iodine preparations which meet the strictest requirements of the U. S. P., many discerning pharmacists are supplying M. C. W. products.

M. C. W. potassium iodide (crystals or granules), sodium iodide, iodoform, and iodine resublimed, can be obtained, in original packages, from all jobbers or from the Mallinckrodt Chemical Works, St. Louis and New York.

Can You
Afford to
Pass Up
A Profit
Like This

?



PROFIT
IN EACH
GLASS

Cherryallen's 28th Big Year

THE ORIGINAL RED TAME CHERRY SYRUP

A Big New Offer for 1916 Only \$15

Cherryallen Syrup Dispenser (regular list price).....\$25.00
Four gallons Allen's Red Tame Cherry..... 8.00
One dozen Cherryallen Glasses..... .75
Advertising Helps..... .00
List price \$33.75. Special price \$15.00.

Your net profit \$34.20 and the dispenser is yours.

ALSO THREE OTHER BIG OFFERS.

How to Figure Your Profit on Cherryallen.

One gallon Cherryallen and one gallon Simple Syrup (which must be added) makes two gallons Cherryallen ready for the fountain, equals 256 ounces. One ounce to each glass makes 256 glasses. 256 glasses at 5c each equals \$12.80.

LESS COST:

One gallon Cherryallen \$1.80
One gallon Simple Syrup .85
Carbonated Water - - .15 \$2.80
Net Profit, each gal. Cherryallen \$10.50

256 glasses	\$10 50	.04 ²⁶ / ₂₅₆ c per glass profit
	10 24	
	26	
	256	

Write To-day for 1916 Literature.
Full Information on Offers, etc.

THE ALLEN RED TAME CHERRY CO.,
101 2nd National Bank Bldg., Toledo, O.



CHERRYALLEN
DISPENSER

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF THE BULLETIN OF PHARMACY.

Published Monthly at Detroit, Michigan.

(Required by the Act of August 24, 1912.)

Editor, HARRY B. MASON.....Detroit, Mich.
Managing Editor, HARRY B. MASON.....Detroit, Mich.
Business Manager, HARRY SKILLMAN.....Detroit, Mich.
Publisher, E. G. SWIFT.....Detroit, Mich.

OWNERS: (If a corporation, give names and addresses of stockholders holding one per cent or more of total amount of stock.)

Parke, Davis & Co., a Michigan corporation, own the physical property: its stockholders holding one per cent or more of the total amount of stock are

Bewick Company.....Detroit, Mich.
J. Elizabeth Buhl.....Detroit, Mich.
Willis E. Buhl.....Detroit, Mich.
Arthur H. Buhl.....Detroit, Mich.
Lawrence DeLong Buhl.....Detroit, Mich.
Charles L. Freer.....Detroit, Mich.
W. B. Kaufman.....New York City
Arthur McGraw.....Detroit, Mich.
Mrs. Katherine McGregor.....Detroit, Mich.
Frank G. Ryan.....Detroit, Mich.
Charles Stinchfield.....Detroit, Mich.
E. G. Swift.....Detroit, Mich.
Dr. E. T. Tappey.....Detroit, Mich.
J. Elizabeth Buhl, guardian for Elizabeth Warren
Shelden.....Detroit, Mich.
Hervy C. Wetzel.....Boston, Mass.
David C. Whitney.....Detroit, Mich.
David C. Whitney, Trustee.....Detroit, Mich.

Known bondholders, mortgagees, and other security holders, holding one per cent or more of total amount of bonds, mortgages or other securities:

None.

HARRY SKILLMAN,
Business Manager.

Sworn to and subscribed before me this 1st day of October, 1915.

GEO. E. RUEHLE,

Notary Public in and for County of Wayne, Mich.

(SEAL)

(My commission expires October 23, 1916.)

MRS. HASHLEIGH (sententiously): "It's the little things that annoy us most."

Boarder: "Yes, the small portions, for example."—
Boston Transcript.

TO PROTECT the contents from the deleterious action of light, many druggists are dispensing prescriptions in amber-colored bottles. In order to meet this demand the Whitney Glass Works, Glassboro, N. J., supplies amber bottles as well as those made from flint and green glasses.

This concern also manufactures machine-made bottles by the celebrated "Owens" process which produces uniformity in height, weight and capacity.

If your bottle stock is low write to-day for particulars and prices.

CRAWFORD: "What do you think would happen if we could see ourselves as others see us?"

Crabshaw: "As far as the women are concerned, they would probably put on more clothes."—*Judge.*

As the brisk philanthropist thrust her fare into the cab-driver's hand she saw that he was wet and apparently cold after the half-hour of pouring rain. "Do you ever take anything when you get soaked through?" she asked.

"Yes, ma'am," said the cabman, with humility. "I generally do."

"Wait here in the vestibule," commanded the philanthropist. She inserted her house key in the lock, opened the door and vanished, to reappear a moment later.

"Here," she said, putting a small envelope in the man's outstretched hand. "These are two-grain quinine pills; you take two of them now and two more in half an hour."—*Youth's Companion*.

A SILENT SALESMAN SHOW-CARD SERVICE.—The individuality of the druggist is reflected in the cards which constitute the service offered by the Seagers Advertising Company, 1367 Broadway, New York City. He can attach his own goods and his own labels to them, giving the customer an opportunity to see just what is being offered.

The copy on the cards is good convincing sales talk; it tells the merits of the items shown, describes their uses, and shows why the customer should invest. The demonstrating feature allows the customer to see the goods and to thoroughly understand the proposition without having to ask the clerk for an exhibition of the merchandise. Price tickets attached to each card prevent the loss of sales through patrons hesitating to ask the cost.

In brief, Seagers Service gives the sales talk, shows the merchandise, and tells the price—all without the customer having to ask a single question. It enables you to "sell" several customers at one time. Through Seagers Service you can let customers know the extent of your stock and prevent them going to the grocery, the hardware store or the dry goods shop for items which they would be willing to buy from you if they knew you stocked the goods in question.

Seagers Service costs less than ten cents a day. It includes five handsome show card fixtures—finished in either nickel or in the satin brass—in which to display the forty silent salesman cards which go to you each month. The cards show the items which you are anxious to push during the different seasons of the year.

A coupon attached to the company's ad, elsewhere in this issue, will bring you full particulars of how the Seagers Service increases store profits by over a dollar a day on average.

FIRST DOCTOR: "And were you successful with your first case?"

Second Doctor: "Well—er—yes. The widow paid the bill."—*London Mail*.

"If a man does anything well, the world will beat a path to his door."

"How about the fellow who raises skunks?"—*Kansas City Journal*.



Are You Showing Brushes and Combs as Well as This?

If not then one of our new cases will help your sales. They display the goods so that your customers are forced to see them. The sanitary features are also an advantage. These cases are low priced, and they leave your large cases free for large-sized merchandise. Write for circular and prices on this case.

YESBERA
TOLEDO

Psychology and Tooth Brushes

YOUR customers have read about germs so long that they are "gun shy." They are particularly "fussy" about the way their tooth brushes are handled. The thing to do is to apply "psychology" by selling tooth brushes from a case that is *obviously* sanitary and dust-proof. We have a case specially for this purpose. The price is so low that you will wish that you had purchased one long ago.

Use the Coupon.

THE YESBERA MFG. CO.

2288 Albion St.
TOLEDO, OHIO.



Back View
Brush and
Comb
Case

COUPON

THE YESBERA MFG. CO.,

2288 Albion St., Toledo, Ohio:

Kindly send us, without obligations, printed matter on the items checked.

☐ Aisle Tables

☐ Display Soda Tables

☐ Tooth Brush Cases

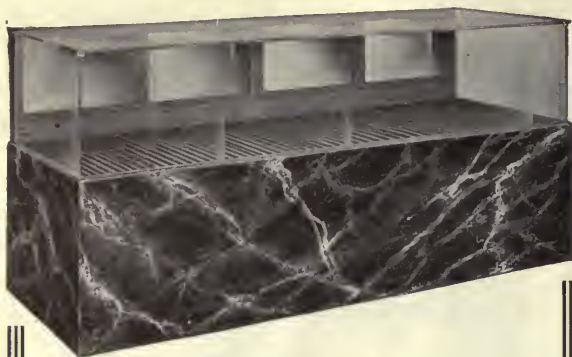
Name.....

☐ Metal Furniture

☐ Show Cases

Address.....

☐ Brush and Comb Cases



Bettering Your Service Bettering Your Profits

New Way drug-store equipment is designed to better your store service and increase profits by reason of increased sales.

The line completely covers the equipment problem of the modern drug store, including display cases of every nature, wall and prescription cases, cross-sections, etc.—all of which are interestingly pictured in our new catalogue "D"—just from the press.

The experience of the New Way staff of store architects is at your command.

GRAND RAPIDS SHOW CASE COMPANY

Largest Manufacturers of Store Furniture in the World.

GRAND RAPIDS, MICHIGAN.

Branch Factory: LUTKE MFG. CO., Portland, Ore.
Offices and Show Rooms:
NEW YORK BOSTON CHICAGO
724 Broadway 114 Bedford St. 316-8 W. Jackson Bvd.
ST. PAUL ST. LOUIS DALLAS
315 Jackson St. 1134 Washington Ave. 409 Scollard Bldg.

THE POPULAR BUG SONG.—As a clever skit upon the present fashion in microbes and bacilli the following lines will be appreciated. They were composed by Roy Atwell and are sung by him in "Alone at Last," now running at Shubert's Theatre in New York City.

In these days of indigestion
It is oftentimes a question
As to what to eat and what to leave alone;
For each microbe and bacillus
Has a different way to kill us,
And in time they always claim us for their own.
There are germs of every kind
In any food that you can find
In the market or upon the bill of fare.
Drinking water's just as risky
As the so-called deadly whiskey,
And it's often a mistake to breathe the air.

Some little bug is going to find you some day,
Some little bug will creep behind you some day,
Then he'll send for his bug friends
And all your earthly trouble ends;
Some little bug is going to find you some day.

The inviting green cucumber
Gets most everybody's number,
While the green corn has a system of its own;
Though a radish seems nutritious
Its behavior is quite vicious,
And a doctor will be coming to your home.
Eating lobster cooked or plain
Is only flirting with ptomaine,
While an oyster sometimes has a lot to say,
But the clams we eat in chowder
Make the angels chant the louder,
For they know that we'll be with them right away.

Take a slice of nice fried onion
And you're fit for Dr. Munyon,
Apple dumplings kill you quicker than a train.
Chew a cheesy midnight "rabbit"
And a grave you'll soon inhabit—
Ah, to eat at all is such a foolish game.
Eating huckleberry pie
Is a pleasing way to die,
While sauerkraut brings on softening of the brain.
When you eat banana fritters
Every undertaker titters,
And the casket makers nearly go insane.

Some little bug is going to find you some day,
Some little bug will creep behind you some day,
With a nervous little quiver
He'll give cirrhosis of the liver;
Some little bug is going to find you some day.

When cold storage vaults I visit
I can only say what is it
Makes poor mortals fill their systems with such stuff?
Now, for breakfast, prunes are dandy
If a stomach pump is handy
And your doctor can be found quite soon enough.
Eat a plate of fine pigs' knuckles
And the head stone cutter chuckles,
While the grave digger makes a note upon his cuff.
Eat that lovely red bologna
And you'll wear a wooden kimona,
As your relatives start scrapping 'bout your stuff.

Some little bug is going to find you some day,
Some little bug will creep behind you some day,
Eating juicy sliced pineapple
Makes the sexton dust the chapel;
Some little bug is going to find you some day.

All those crazy foods they mix
Will float us 'cross the River Styx,
Or they'll start us climbing up the milky way.
And the meals we eat in courses
Mean a hearse and two black horses
So before a meal some people always pray.
Lucious grapes breed 'pendicitis,
And the juice leads to gastritis,
So there's only death to greet us either way;
And fried liver's nice, but mind you,
Friends will soon ride slow behind you
And the papers then will have nice things to say.

Some little bug is going to find you some day,
Some little bug will creep behind you some day.
Eat some sauce, they call it chili,
On your breast they'll place a lily;
Some little bug is going to find you some day.

—Commerce and Finance.

"My wife's been nursing a grouch all the week."
"Been laid up, have you?"—*Boston Transcript.*

MOTORLY: I've got the best little runabout in this town.

Trotter: Mebbe you've never seen my wife!—*Farm and Field.*

"SHE is a girl of unusual beauty."

"Introduce me."

"Of unusual beauty of disposition."

"Oh!"—*Kansas City Journal.*

SAFETY AND CONVENIENCE IN LIGHTING.—Two new electric lanterns, illustrated herewith, have just been announced by the American Ever Ready Works, of Long Island City, N. Y. They are designed to do everything that an oil lantern will do, and in addition embody the important advantage of burning electricity—which means safety, cleanliness, brilliance, and dependability.

The larger of the two, known as No. 4709, is similar in size and shape to the popular railroad lantern. It has the usual glass globe found in such lanterns, protected by a series of metal guards. Around farms, warehouses, factories, or in the house, and particularly



around gasoline, hay, or other inflammable materials, the safety feature of this lantern is invaluable. Its dependability is important, too, for the light is unaffected by wind or rain and the lantern is always ready for use without any trimming of wicks, or filling with oil.

You turn on the switch, and instantly the tungsten battery in the base of the lantern supplies current to the little Mazda lamp, which in turn produces a bright light.

The other lantern, known as No. 4708, is illustrated on the right. It is 4½ inches high, exclusive of the bail, just half as tall as the railroad lantern. The powerful battery inside and the reflector with which this lantern is equipped enable it to throw a brilliant light for very long distances. Like the other lantern, it has a flat base so that it can be conveniently set down, and a big bail which can be slipped over the arm.

Both lanterns should find a big popular response.

AUCTIONEER (at art sale, reproachfully): "What! No advance on three shillings? Why, the picture by itself is worth that!"—*Punch.*

Nineteen Sixteen is going to be as big a business year as you plan it to be.

What are Your
Business Plans **1916?**
for

Seagers Advertising Services
For Wide-Awake

Retail Drug Stores

are bringing in business in every line, all over this prosperous country, as it never came before, and these same services will make business boom in your store no matter where you are located, what your competition, or what kind of business you want to go after.

Sign and Mail at once the coupon below and Learn about

**Seagers Big Successful
Drug Store Services**

Only One Druggist in any locality can get them.
Don't let your competitor get ahead of you.

**Seagers Silent Salesman
Show Card Service**

is the one satisfactory answer to the often and earnestly asked question "How can I sell my customers more goods?" These Silent Salesmen Show Cards will sell goods every hour of the day that people can get into your store. They are the strongest business-building help you can get and nearer to the real live business-getting sales clerks than any advertising that has ever been produced. This service consists of a beautiful set of Five Solid Brass Show Card Fixtures (Nickel if you wish) and every month Forty different Silent Salesmen Show Cards. It completely covers every selling need in every Drug Store. There is nothing else quite like it in all the country. Its cost is less than 10c a day. Only one Druggist in any locality can get it.

Seagers Advertising Schedule

is a real Personal Advertising Helper that plans and builds and reaches out everywhere for new business for you. Gets business you never thought of before. Keeps your store a leader in your locality as it puts you in touch with the latest and best in ideas and plans for your Advertising, for buying, for selling, for store and window trims, and furnishes you all the ideas and copy for Newspapers, Cards, Circulars, Letters; besides, you get all the extra special help you want for any advertising proposition or to overcome any emergency. **Costs you less than seven cents a day. Only one druggist in any locality can get it.**

FREE

Seagers Illustrating Service

is specially designed for Druggists who wish to illustrate their advertising with real illustrations of the goods they have to sell—quite different from anything ever offered before. It makes your advertisements stand right out because it shows your goods as they really are in your store. It costs less than seven cents a day, and only one druggist in a locality can get it.

FREE Advice, Criticism and Suggestions

to Retail and Manufacturing Druggists the world over about any advertising plans or prospects you may have for the future. Correspondence on any Business Subject puts you under no obligation.

Seagers Advertising Co.,
Drug Store Advertisers.
Exclusive Services.

1367 Broadway,

NEW YORK,
N. Y.

B.P.
1-16

We are interested in
the Services marked **X** below
for exclusive use in our locality.

Silent Salesmen Show Card Service

Advertising Schedule

Illustrating Series

NAME

TOWN

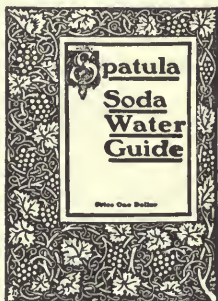
STATE



Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for subscribers of the *SPATULA*. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us \$1.00 (Foreign 5/6) for a new subscription to the *SPATULA* and will ask for it, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10 1/2 x 8, bound in an attractive cover. Post-paid, \$1.00 (Foreign 4s.); with *SPATULA* 1 year, \$1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9 1/4 x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toflet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with *THE SPATULA* 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with *THE SPATULA* 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for *Spatula Soda Girl* in colors on cardboard, sample copy of *Spatula* and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

NEW AUTOSTROP SELLING PLAN INCREASES RAZOR SALES.—The full-page advertisement in this issue, authorizing dealers to offer the AutoStrop Safety Razor to their regular customers on a thirty-day approbation, with privilege to buy or return at the end of the trial period, is certainly a new departure in merchandising.

If this offer were made by an irresponsible concern, the sincerity of such an unlimited guarantee might be questioned, but those who have had dealings with the AutoStrop Safety Razor Company will know that this offer is in line with the company's entire policy, and that it is prepared to carry out every detail of this proposal.

When the Supreme Court's decision made the ruthless cutting of standardized prices possible, safety razors were naturally the first to be assailed, because the advertised prices of the well-known safety razors were more firmly standardized and more widely recognized than any other class of advertised goods on the market.

The AutoStrop Safety Razor Company took a definite position on the price question, and by consistent adherence to its schedule has made it almost impossible for the cut-price dealer to obtain marginal profit. Any reduction in the cost price or any additional concession of merchandise to equalize such reduction would surely bring about a corresponding instability in the resale price, and this company therefore first organized a plan to stimulate the retail clerks' desire to sell their line by offering a gift or an accumulating gift-value for every AutoStrop Razor sold. All dealers who consent to this offer being extended to their clerks are provided with postal cards for the report of all razor sales from their stores, and the clerk making the sales is credited with them on the gift plan, and may indicate his choice of gift from the published list of articles whenever he wishes to have his reported sales so applied. The only qualification to this gift plan is that the razors must be reported as sold at the full retail price.

With the same object of price maintenance in view, the AutoStrop Company has now decided on a new method to stimulate the interest of the consumer in the razor. The company offers to all of its dealer customers the privilege of placing the razor in the hands of a recognized customer for thirty days' trial without even the deposit of its value, merely on good faith that the customer will either purchase it outright at the end of thirty days or bring the razor back.

The AutoStrop Company's guarantee to the dealer is that the company will replace razors used in such trials for perfectly new sets, and if any razors thus put out are unaccounted for after a reasonable period, the company will in like manner replace lost razors with new sets for further and similar distribution under continued guarantee.

In operating this plan the AutoStrop Company does not wish any dealer to purchase a speculative quantity of razors. The normal stock which a dealer handles is sufficient to try out the plan, and even though a dealer only has a very few AutoStrop razors on hand, he is invited to offer that few to his customers. When they are so placed on thirty days' free trial, the dealer will be encouraged to reorder in a conservative way, and if the majority of razors so distributed develop into sales, the plan may be regarded as a success, for the com-

pany agrees to relieve its customers of such portion of inactive stock as may be considered burdensome owing to possible accumulation of replaced razors.

The company thus enters into partnership with every merchant who has enough capital to buy a few razors and enough energy to seek his own prospects.

Every store of any consequence has a following in the community which is recognized as its own particular trade. Every dealer, in fact every good clerk, has a list of acquaintances with whom he is on terms of familiarity and good feeling. These are the prospects to which the AutoStrop Company wishes credit to be extended, with the understanding that if an error in judgment involves loss, the company will replace the lost razor without causing unusual delay or considerable trouble.

Upon request, the AutoStrop Safety Razor Company will send to any dealer a pad of guarantee slips for the dealer's counter, so arranged that one can be given to the customer and a carbon copy placed on a spindle for ready record and reference, and the whole scheme is a practical means of "Making ten razor sales grow where but one grew before."

It only takes a two-cent stamp and a letter written now to the AutoStrop Safety Razor Company, 345 Fifth Avenue, New York, to put the plan in full operation in your store.

GIRLIE: "I've been reading, Harold, that kissing is hygienically unsafe, and think of the numbers of times you have kissed me!"

Harold: "Oh, well, 'there's safety in numbers,' you know."—*Life*.

"YES; I am going to marry Mr. Bullion."

"Why, he is old enough to be your father."

"I know he is, but unfortunately, he doesn't seem to care for mother."—*Houston Chronicle*.

GLOVER'S IMPERIAL dog remedies are constantly advertised. They are the largest selling preparations on the market.

Dealers handling Glover's remedies are furnished with pamphlets bearing their imprint, show cards, signs and transparencies. If you want these helps write to H. Clay Glover, V.S., 118 W. Thirty-first Street, New York City.

"THERE'S some good things in town this week," said the engaged girl who was hinting for an invitation to the theater.

"Well," responded Mr. Grouch, "I ain't one of 'em."—*Kansas City Journal*.

"I'M AFRAID," said the critical friend, "that you will never be able to make anything out of Miss Screecher's voice.

"That's all you know about it," retorted the vocal instructor. "Why, I've made over \$200 out of it already."—*Chicago News*.



GOOD LIGHT

IS AN

ABSOLUTE NECESSITY

to the well-appointed drug store! Good light, from modern lighting fixtures, makes the whole store look cheerfully up-to-date, invites people to come in, shows goods at their best.

SUN Semi-Indirect LIGHT

(Hollow Wire System)

is what you need! First semi-indirect fixtures using gasoline. Abundant, beautiful light from new and decorative fixtures. Clean; convenient; cheaper than gas, electricity, acetylene or kerosene.

Also new fixtures for direct lighting and styles for Gas and Electricity.

Get interested in "Sun" Light—it means business! Get the Free "Sun" Light Book, liberal terms to agents, pictures of lamps, special premium offers.

SUN LIGHT CO.,

1611 Market St., Canton, O.



ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.

NEW YORK

All leading jobbers stock Benger's Food.

If your jobber is out of stock, please write our distributors as below.

Benger's is the one food which combines the natural digestive principles. It is quite different from any other food obtainable.



Reg. U.S. Pat. Off.

*For Infants, Invalids,
and Aged Persons*

*is regularly advertised to the
U.S. Medical Profession.*

Druggists' sample, with literature, mailed free.
Showcards and advertising material on application to
BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

79 U.S.

ARE you obtaining your share
of Profits on the sale of
Mineral Oil—universally en-
dorsed for constipation and kindred
ills?

HYGINOL MINERAL OIL



is a super-refined, pure
white oil of the first qual-
ity, U. S. P. Standard.

Send us your order for
1 doz. 16-oz. bottles at
\$8.00, delivered.

Ask for our price list on
the Paragon Products and
interesting booklet, "What
the Paragon Trade Dis-
count Coupons Mean to
You."

The Berlin Laboratory, Ltd.

373 Fourth Ave.,

NEW YORK.

"I WONDER if I will ever learn how to dance!"

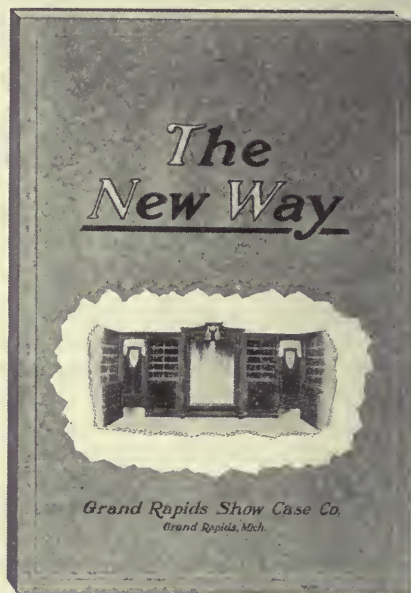
"Oh, yes! If you don't mind how many enemies you make."—*Life*.

KUMME: Is your wife saving?

Backe: Very; when she sees any loose tobacco under my writing table she sweeps it up carefully in a dustpan and puts it back in the tobacco jar.—*Brooklyn Citizen*.

"THE NEW WAY."—One of the most pretentious catalogues, illustrating drug-store furniture and show-cases, that we have ever seen is the book entitled "The New Way," issued by the Grand Rapids Show Case Company, Grand Rapids, Mich.

"The New Way" is intended for the druggist who realizes that the trend of the times and the demand of the public have made it necessary to change from the old to the new way methods of conducting business. It aims to show furniture, with a fundamental merchandising principle hidden in each design, that will help the



druggist to apply those scientific principles which must be employed if the store is to be operated successfully.

A copy of the catalogue, the cover design of which is reproduced herewith, will be sent to any interested druggist who mentions the BULLETIN OF PHARMACY. Concerning its service, the company says: "The same 'New Way' designers who have planned and executed this catalogue are available, and will gladly dig into your problems, no matter how large or small."

STRANGER: "Seventeen years ago I landed here in your town broke. I struck you for a dollar. You gave it to me, saying you never turned a request like that down."

Citizen (eagerly): "Yes?"

Stranger: "Well, are you still game?"—*Judge*.

SMART YOUNG MAN: "What do you think of Brown?"

Indignant Old Gentleman: "Brown, sir! He is one of those people that pat you on the back before your face, and hit you in the eye behind your back!"—*Tit-Bits*.

"WHAT is the best way to preserve peaches?" inquired Mrs. Wombat.

"Keep 'em on a high shelf," advised Mrs. Flubdub, who has enterprising kids.—*Louisville Courier-Journal*.

THE KONDON SELLING POLICY.—The offer of the Kondon Manufacturing Company, of Minneapolis, manufacturers of Kondon's Catarrhal Jelly, by which they give a rebate of 48 cents to each druggist who orders \$6.00 worth of their goods, has occasioned an inquiry as to whether this does not tend to make the dealer stock up more than he should.

The Kondon people have answered this question with an emphatic "No." The logic of their reply is unescapable, and it is due to the readers of the BULLETIN OF PHARMACY that they understand why the manufacturers of this 25-year-old remedy have made this offer of a special discount to the 35,000 druggists who handle the article.

"We make this offer of a special discount of 8 per cent on each \$6.00 worth of goods, simply and purely to get the druggist to have on hand a decent supply for the winter demand. We know from several decades of experience that the amount specified—\$6.00 worth of stock—is in no way an overstock for the drug store that is doing enough business to warrant any purchase at all.

"We do not believe in 'selling' the druggist. We believe in 'selling' the consumer for the druggist, and enabling the druggist thus, with the least possible expense and labor to him, to sell at good profit to his store a nice quantity of Kondon's every season.

"The idea of getting dealer co-operation through forcing the dealer to put an overstock of goods on his shelf is a has-been. We know very well that if we were to get a druggist to take on more stock than he needed, the result would be harmful to co-operation rather than helpful. If the druggist has more of a thing than he can possibly sell, he subconsciously gets 'sore' at that article, and his feeling of antagonism is stronger than his desire to work it off.

"Therefore, we have no such ideas in mind when we make this special offer to our 35,000 customers. We simply want to have them avoid the danger which we have found disastrous to the druggist's profit as well as to our own business. That danger is the danger of being out of goods when customers call for them."

"A GREAT deal depends on the point of view," remarked the ready-made philosopher.

"That's a fact," replied Broncho Bob. "It depends entirely on where you're sittin' whether four aces look perfectly beautiful or somethin' awful."—*Washington Star*.

PRESCRIPTIONS CAREFULLY COMPOUNDED

AND any other advertising of like nature won't convince customers of your carefulness unless the appearance of your prescriptions reflects care. For instance: You might as well dress your fountain attendants in soiled jackets and then expect people to believe that you are using glasses that are carefully washed.

CIRCLE A CORKS

are a necessity to the pharmacist who wants to extend his reputation for carefulness, for they add "that something" which distinguishes the man who takes pride in the work of his profession.

Circle A Corks may be had the country-over. There's just enough difference to make it worth while insisting on them.

A sample package of 100 regular length Circle A Corks in sizes from 2 to 6, will be mailed, postpaid, for twenty cents in coin or stamps.



Armstrong Cork Company
113 Twenty-third Street
Pittsburgh, Pa.

(Made in U. S. A.)



LOVE'S FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

**IN 5-POUND BOTTLES
12 Bottles to the Case**

Advertising Matter Included.

F. S. Love Manufacturing Co.

Confectioners,
JOHNSTOWN, PA.

EASY TO SELL

Because it is a reliable, quick-acting Laxative that is pleasant to take and has no bad after effects.

EX-LAX

The Sweet Chocolate Laxative

has become a self-selling staple that makes satisfied customers and allows the Druggist a handsome profit.

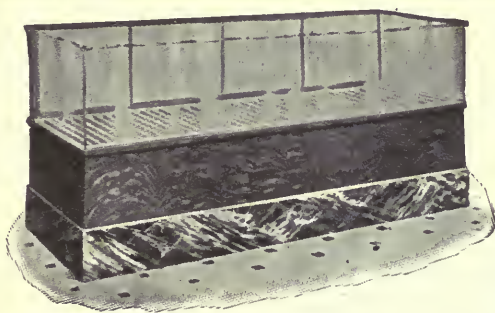
EX-LAX MANUFACTURING COMPANY

29-31 DeKalb Avenue

Brooklyn, N. Y.

CHICAGO OFFICE:
208 N. 5th Ave.

SAN FRANCISCO OFFICE:
1119 Fillmore Street.



Are You Thinking of Putting in New Show Cases?

If you are, we would like to talk with you about it, for this is a subject which we have studied carefully for many years.

We believe that the test of a show case is exactly the same as that of an advertisement—it must sell the goods.

Are you in the market, or likely to be? Then Catalog 22 will serve to introduce us. It's a book compiled out of our years of experience in making show cases that sell goods.

QUINCY SHOW CASE WORKS

QUINCY

ILL.

PITTSBURGH, PA.:
949 Penn. Ave.

JACKSONVILLE, FLA.:
116-118 E. Forsyth St.

WICHITA, KANS.:
301 Beacon Building.

OKLAHOMA CITY, OKLA.:
208 N. Robinson Ave.

DALLAS, TEXAS: 406-408 S. Lamar St.



"HAVE you a *Sporting Life*?"

Bookstall Clerk (at lonely country station): "Not very!"—*Punch*.

"JINKS is a born poet."

"That's no reason why he shouldn't try to make something of himself."—*Boston Transcript*.

ADVERTISING THAT WINS BUSINESS SUCCESS.—To supply advertising that commands attention and returns the advertiser a good profit is the object of the Van Ostrand-Curren Company's drug-store advertising service.

This business building service covers every form of publicity, including newspaper advertising, circulars, window cards, blotters, mail-order advertising, booklets, folders, mailing cards, letters, counter-slips; the pushing of your own preparations, making the telephone pay a profit, merchandising methods, cost accounting, window displays and show-cards finished in two colors.

More than 50 separate and distinct pieces of advertising copy together with finely-finished show cards are furnished each month, and the cost of it all is less than 2 per cent of what it would cost you to get it out yourself.

This service is given to but one druggist in a place, so that if you wish to get in ahead of your competitor, clip and mail to-day the coupon on another page of this issue, attached to the ad of the Van Ostrand-Curren Co., 301 S. Burdick Street, Kalamazoo, Mich.

Sending the coupon places you under no obligation. It simply brings you full details of the Van Ostrand-Curren advertising and business methods, together with terms and other information.

"PORTER, this berth has been slept in!"

"No, sah; I assuah you, sah. Merely occupied. It's the one over the wheels, sah."—*Puck*.

SIGN on 20th Street, near Sixth Avenue: "Wanted—A few girls to clean waists. Also a few bright girls. Apply ninth floor."—*New York Tribune*.

It costs one cent a glass. You sell it for five.

Cherryallen (Allen's Red Tame Cherry) pays this liberal profit and, best of all, patrons come back for it. The real cherry flavor makes year-round customers.

The 1916 Cherryallen offers are designed to help increase your soda profits. Find out about them by writing to-day to the Allen Red Tame Cherry Co., 101 Second National Bank Bldg., Toledo, Ohio.

Remember, there's a splendid drink for your customers, and four cents profit for you, in each glass.

EDITH: "Would you marry a man to reform him?"

Alice: "Not if I could get a man who didn't need reforming."—*Boston Transcript*.

OLD LADY: "Stop fighting at once. Don't you know that you should forgive your enemies?"

Boy: "He ain't me enemy. I never seen him before."—*Life*.

"I SEE you are presenting 'Hamlet' to the public this week."

"Presenting is the right word," assented the manager. "Nothing but deadheads in the house."—*Louisville Courier-Journal*.

SOLDERALL.—A new preparation called Solderall is being placed on the market by the Emenar Company, 44 East 23d Street, New York City. The manufacturers claim that this preparation will instantly mend and stop leaks in all kinds of household utensils, including those made of tin and agate ware. It can also be used to



repair broken toys, metal ornaments, umbrella ribs, etc. The preparation is sold in tubes retailing for 50 cents each.

Solderall is not a cement; it is pure solder. To use it, Solderall is applied to the hole or part to be mended, heated with a match, candle, or hot iron—and the utensil is repaired. It hardens almost instantly, becoming just as firm, solid and smooth as the tin-, iron- or granite-ware to which it is applied.

The company will send a copy of its selling plan to any BULLETIN reader who asks for it.

PULLMAN PORTER: "Next stop is yo' station, sah. Shall I brush yo' off now?"

Morton Morose: "No; it is not necessary. When the train stops I'll step off."—*Judge*.

"A SATISFIED customer is the druggist's best advertisement.

Marvel Whirling Spray Syringes make satisfied customers.

Jobbers everywhere sell Marvels.

"You look blue and discouraged, old man."

"I'm not myself this morning."

"Well, that's nothing to feel so bad about."—*Boston Transcript*.



Stock This Quick Seller

Necco Wafers are rapid-fire guns in the confectionery field. Nearly everybody at some time has enjoyed these delicately flavored wafers. For years these dainty tidbits have satisfied the "sweet tooth" of thousands of discriminating customers.

Necco Wafers

Glazed Paper Wrapper

always please. Their eight delicious flavors and attractive dust-proof wrappers have given them a nation-wide popularity. Your customers know and appreciate confections of guaranteed quality.

Stock up now with a generous display. If not at your jobber's, write us.

NEW ENGLAND CONFECTIONERY CO.
Boston, Mass.

Whitney Glass Works

ESTABLISHED 1776.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles

Narrow and Wide Mouth

by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York

Philadelphia

Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

GLOVER'S

IMPERIAL

DOG REMEDIES



You should stock and sell them. They are constantly advertised, their sales amounting to ten times those of all other manufacturers combined.

Pamphlets bearing imprint, show cards, signs and transparencies supplied, all charges prepaid.

H. CLAY GLOVER, V.S.

118 W. 31st St., - - New York City.

Learn to Fit Eyeglasses

Our regular Winter Night Class Starts

JANUARY 3rd, 1916

Correspondence and Attendance Courses throughout the Year.

NORTHERN ILLINOIS COLLEGE OF OPHTHALMOLOGY

G. W. McFATRICH, M.D., Pres.

MASONIC TEMPLE, - CHICAGO, ILL.

DETROIT BRANCH OF THE A. P. H. A.—At the November meeting of this organization "Drug Store Advertising" was the subject for discussion. Mrs. Margaret R. Burlingame, head of the Burlingame Advertising Agency, and an expert in securing publicity for retail stores, gave the principal talk.

Mrs. Burlingame said that before a retailer started to advertise he should ask himself two questions—"What have I to sell?" and "To whom can I sell it?" She said that the effective advertising man, be he the druggist himself or some one employed for the purpose, must be able to tear to pieces and to build up again the articles to be advertised, the market to be reached, and the prices to be charged for the goods.

He must know people. He must be able to tell how the customers desired to reach think and how they act. He must know how to reach these people, how to create in them a buying desire, and how to connect that buying desire with the products advertised.

Mrs. Burlingame cited a number of instances of concrete methods used by successful retailers, and her talk provoked a lively discussion, during which she gave many additional valuable advertising hints to the members present.

A second paper read by Walter G. Leacock described various advertising methods which he had used with profit to his business.

"WINDOW DISPLAYS FOR DRUGGISTS" is a practical book that has been the means of adding dollars to the sales of druggists in all parts of the country.

The book contains easily-understood descriptions of 115 window displays, each description illustrated by a photographic engraving, and when necessary, by drawings showing the framework of the display.

Every window was originally designed and successfully employed by some druggist. Every one applies directly to the druggist's needs, and as a whole they represent every article and line in his stock.

All of them are prize windows selected from over a thousand sent in competition. They cost hundreds of dollars to collect—you get them for one!

Send your dollar to E. G. Swift, P. O. Box 484, Detroit, Mich.

SHORTEST SHORT STORIES.

Chapter I—III.

Chapter II—Pill.

Chapter III—Bill.—*Cincinnati Enquirer*.

Chapter I—Beau.

Chapter II—Dough.

Chapter III—Show.—*Zanesville Signal*.

Chapter I—D. T.'s.

Chapter II—M. D.'s.

Chapter III—D. D.'s.—*Boston Advertiser*.

Chapter I—Jug.

Chapter II—Jag.

Chapter III—Jugged.—*Columbia State*.

EUGENIA: "But don't you believe in heredity?"

Clarence: "Yes, indeed! That's how I came by all my money."—*Judge*.

"GUARD, is any osculation allowed in this park?"

"Oh, yes, sir. Most anything allowed 'cept spoonin' and kissin'."—*Baltimore American*.

TRANSPARENT NIPPLES MEET SANITARY DEMANDS.—

The sanitary features of rubber goods are interesting the public more and more all the time. As physicians, nurses and educational workers whose writings appear in various magazines, spread knowledge of the advantages, and as people learn more of the benefit derived from the use of sanitary appliances, this feature is going to be a factor in selling such goods.

Of the items affected by this tendency for sanitation nipples seem to lead. A nipple has always been a nipple to many people, and one good one has appeared to be as satisfactory as another. Lately, however, the demand has swung toward the new transparent nipples. By their insistent demand for sanitary nipples, doctors and nurses are gradually, but none the less surely, bringing transparent nipples into ever-widening use.

Faultless Sanitary Nipples, either transparent or pure Para, fully meet all modern requirements for a safe, practical, satisfactory, sanitary nipple. They are made by a patented process. They are equal or superior in every respect to imported nipples. They are attractive in appearance, practical in use, and will be found highly satisfactory by users.

These new Faultless transparent and pure Para nipples are described more fully and listed in the Faultless Rubber Company's advertisement on another page. Interested druggists may secure samples by addressing the company at 34 Rubber Street, Ashland, Ohio.

"I HAVE never owned any automobiles," said the man who hadn't yet paid for his home, "but I can say one thing in praise of them."

"What is that?" inquired Henderson.

"They have made mortgages respectable."—*Judge*.

"PA, what's a symposium?"

"It's a sort of meeting, my son, so called because a lot of simps usually pose at 'em."—*Baltimore American*.

SPECIFYING "D. & O." on orders for essential oils is the shorthand method for obtaining oils that are of standard quality.

"D. & O." oils are sold by all wholesalers, in original packages of one ounce and upward, under the label and guaranty seal of the Dodge & Olcott Co., New York City.

"QUICK, Watson, the needle," chuckled Sherlock Holmes, as he slowly wound up the Victrola again.—*Dartmouth Jack O' Lantern*.



LEADERSHIP

L EADERSHIP in any line is due to more things than merit. Merit is a mighty good thing to have as a foundation, but a foundation isn't a cupola, and the cupola is the thing that sticks up.

You may lead in merit and lag behind in advertising that merit. If you lead in merchandising service you should maintain that leadership in advertising that service.

For fifteen years we have been assisting merchants to bigger business and more profits.

For fifteen years we have been perfecting plans that will increase a merchant's business from 20% to 75% without his resorting to trading stamps, premium china, old style piano contests, etc., and do it at a less cost.

Not only will these plans increase a merchant's business but they will get the business for him that he has been losing to his competitor across the street.

They will get the business that he has been losing to mail order houses, soap concerns, etc.

They will get the business that they have been losing to department stores in nearby cities.

Thousands of merchants over the United States have used these plans with success to increase their business, to raise money, to dispose of their odds and ends at full retail price, to overcome competition.

And if you desire to use these tried and tested plans write us. Remember it costs you nothing to examine them first. If you decide to use any one of them we will agree not to sell to your competitor so long as you remain our customer.

A letter addressed to us will bring you full and complete explanation of our business building, profit-getting plans.

BRENARD MFG. CO.

Iowa City, Iowa.

Ask Your
Jobber for
Prescription



CORKS



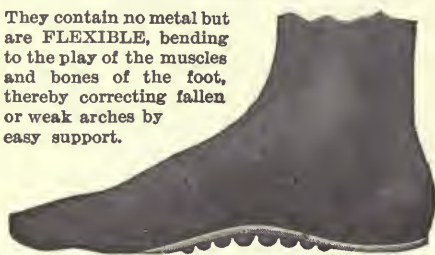
MANUFACTURED
BY

R. W. McCready
Cork Company,
CHICAGO, ILL.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

A NUMBER of local Grand Army veterans were having a reunion, and were entertaining brother members from a neighboring State. Some of the visiting veterans protested against certain proposed legislation by the State Assembly.

One of the speakers became so vehement in his remarks and painted the situation so despairingly that an earnest auditor, overwhelmed by the oratory, jumped to his feet and cried excitedly:

"Comrades, is it possible that we died in vain?"—*Everybody's*.

BACK of the quality which has helped to make Necco Wafers tremendous sellers is a big, broad advertising campaign that is increasing sales daily.

If you want to take advantage of this money-producing publicity ask your jobber for Necco Wafers, or write direct to the New England Confectionery Co., Boston, Mass.

"THEN you have no castes in America?"

"Not yet."

"You mean things are tending that way?"

"Well, it seems to me sometimes that some people are trying to classify us according to the automobiles we own."—*Louisville Courier-Journal*.

"WOULD you like some views of the hotel to send to your friends?"

"Sir," said the disgruntled guest, "I presume it will be better for me to keep my views to myself."—*Louisville Courier-Journal*.

STATISTICS show that there are millions of eye-glass and spectacle wearers in the U. S. and every one of them is a possible customer for Call's Eye Glass Cleanser.

Call's Cleanser is a new toilet necessity for making lenses clear, clean and sparkling and for keeping the mountings bright and sanitary. It is easy to apply and takes but a moment's time to render the glasses clear of vision and sanitary.

The preparation, nationally advertised, sells for 25 cents and costs the druggists two dollars a dozen, with additional discounts on larger orders.

If you cannot get a trial dozen, in a handsome display carton, from your jobber, write direct to the Call's Eye Glass Cleanser Co., Waynesburg, Pa. Transportation charges are paid by the company.

HEWITT: "Do you think that smoking is bad for the memory?"

Jewett: "No, good; for I shall never forget that cigar you gave me yesterday."—*Detroit Times*.

"HE took up the collection in our church for years."

"Is he not doing so any longer?"

"No, the pastor has a one-armed man doing it now."

—*Northern Baptist*.

"EVER feel the call of the wild?" asked the first clerk.

"Lots of times," answered the second clerk.

"What do you do?"

"Oh, I usually go out and dodge a few automobiles. The feeling soon wears off."—*Birmingham Age-Herald*.

THE PATIENT: "What! You refuse to allow my claim! You told me when I was insured that I'd get something if I was sick, didn't you?"

Agent: "Well, you must have gotten something or you wouldn't be sick, would you?"—*Puck*.

"BLACKMAN'S Medicated Salt Brick for animals gives my trade entire satisfaction. When a customer buys one brick he usually wants from six to a dozen when he returns," writes A. J. Abelman, of Beaumont, Texas.

Blackman's Medicated Salt Brick, crumble proof, is a combination of dairy salt mixed with sulphur for a blood purifier, copperas for worms and the bowels, salt-peter for the kidneys, and nux vomica for a general tonic.

The Brick is sold at a popular price, allowing a liberal profit. To stimulate sales, the manufacturers send sales-inducing letters to selected mailing lists and furnish other advertising helps.

Prices and other particulars are contained in the ad of the Blackman Stock Remedy Company, Chattanooga, Tenn., which appears on another page of this issue.

Hunt up the ad now.

"HARD WORK is what makes success," said the earnest citizen.

"Yes," replied Mr. Dustin Stax; "and lots of people doing it for you."—*Washington Star*.

Dix: "I never knew a rogue yet who wasn't unhappy."

Dix: "Of course not. It's the rogues who are not known who are the happy ones."—*Boston Transcript*.

THE EMERSON Pneumatic Hair Brush cools the head and creates a healthy scalp. It is light and durable, absolutely sanitary, recommended by physicians and—allows the druggist an excellent margin of profit.

Samples and price lists will be sent to interested druggists who write to H. P. Emerson & Co., 33 Kingston Street, Boston, Mass., mentioning the BULLETIN OF PHARMACY.

BROWN: What do you think of my new car?

Jones: Just what you think of it.

Brown: Huh! You're a peach of a knocker, all right.—*Dallas Post*.

WIFE: "Don't you think I should have a vote?"

Husband: "I dunno, Jane. You'd probably want a new hat to wear at the polls."—*Denver Republican*.

"Here's 48c for nothing"-

except anticipating your needs.
Order a \$6 stock of

KONDON'S
CATARRHAL JELLY

and we will give you a special eight per cent discount. You can't lose on this. If the goods don't sell, we pay you back in full. But they will sell, for this is the greatest season in Kondon's 25 years of success.

ORDER TO-DAY

KONDON MFG. COMPANY

Minneapolis, Minn.



"PERFECT PAKT" OVAL

Insures against
Dust, Dirt, and
Breakage.

Better than any other
carton on the market.

Eliminates wrapping
paper.

Eliminates breakage.

Extra long tapered corks.

Packed in regular size
cases.

Machine made.

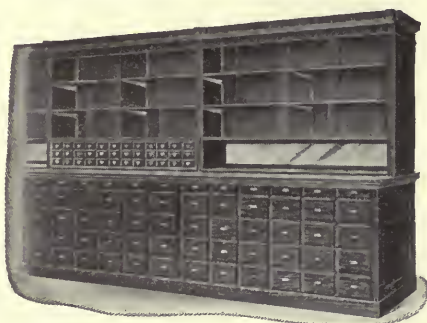
Send us the name of
Your Jobber.

**SKILLEN-GOODIN
GLASS CO.,**

YORKTOWN, IND., U. S. A.
(Muncie)

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL
POINT IN MODERN
MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

PRAT-DUMAS FRENCH FILTERING PAPER



We are the sole
agents for U.S.A.
for this famous
brand, and you can
be sure of obtain-

ing the original-
genuine by
looking for our
blue guarantee
stamp.



SOLE AGENTS
E. FOUGERA & Co., Inc.
90 BEEKMAN ST., NEW YORK
INSIST ON THE GENUINE

"I WAS greatly surprised to find Ananias mentioned in the Bible."

"Why so?"

"I thought that was a political term."—*Louisville Courier-Journal.*

THERE is no risk of offending even the most particular doctor when you recommend the application of Antiphlogistine, hot and thick, for a person suffering from a sprain or bruise.

The doctor realizes that it is the safe and sane treatment to use before he arrives.

Antiphlogistine is made by the Denver Chemical Mfg. Co., New York City, and is sold by jobbers everywhere.

"BRAGGS who has just returned from the war, where he enlisted, says he despises the enemy."

"Yes, from all accounts his contempt was so great that he invariably turned his back on the enemy whenever they met."—*Baltimore American.*

MR. BRAGG: "I object to being called a 'gay Lothario.' Of course, I am not engaged to any particular girl, but—"

Miss Snappe: "Of course you're not. If she were particular, you couldn't be."—*Boston Transcript.*

DISTILLED WATER



AT
2c Per Gallon

Guaranteed By

STOKES

AUTOMATIC

WATER STILL

Price Only \$18.

F.J.Stokes Machine Co.

PHILADELPHIA, PA.

BURGLAR (just acquitted, to his lawyer): "I will drop in soon and see you."

Lawyer: "Very good; but in the daytime, please."
—*Boston Transcript*.

"AND when you eloped with the girl," asked a friend, "did her father follow you?"

"Did he?" said the young man. "Rather! He's living with us yet!"—*London Opinion*.

"A SELF-SELLING staple that makes satisfied customers and allows the druggist a handsome profit" is the way the manufacturers describe Ex-Lax, the sweet chocolate laxative.

Ex-Lax is a quick-acting laxative that is particularly suitable for administration to children and others who object to nauseous tasting preparations.

It is sold by jobbers and the Ex-Lax Manufacturing Co., 29-31 DeKalb Avenue, Brooklyn, N. Y.

A WOMAN mounted the steps of the elevated station carrying an umbrella like a reversed saber. An attendant touched her lightly, saying:

"Excuse me, madam, but you are likely to put out the eye of the man behind you."

"Well, he's my husband!" she snapped.—*Chicago Herald*.

A Profitable Aperient

It pays to push PLUTO WATER, for not only is the margin of profit liberal, but you have our hearty co-operation in bringing the buying public to your pharmacy. Those that come to buy PLUTO WATER will buy other things—thus your patronage grows. Thousands of dollars are now being spent on



Nation-wide Advertising

and the longer you delay in putting in your stock of PLUTO WATER, the greater is your loss of profit and loss of patronage. Get busy! Order a supply of PLUTO WATER at once; link up with PLUTO advertising and take advantage of the

Ever Increasing Demand

that is already strong in your community. Write to-day for details of our attractive sales-plan, window display and our special quantity-lot discounts.

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Ind.

All About The Harrison Law

We have just printed a booklet entitled "Observing the Harrison Law." What the druggist must do to conform to the act and the rulings is made very clear. Every point is covered in detail. Troublesome questions are clearly explained. Everything is carefully classified and indexed so that one may turn quickly to any phase of the subject that he is particularly interested in. Sent for 25 cents, post-paid.

E. G. SWIFT,

P. O. Box 484.

Detroit, Mich.



CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.
Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF

Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway



THE EMERSON PNEUMATIC HAIR BRUSH

A GOOD
MONEY
MAKER
FOR
YOU



Cools the Head
Light and Durable
Absolutely Sanitary
Creates a Healthy Scalp
Recommended by Physicians

Sold by Leading Jobbers throughout
the United States. Send for Samples
and Price Lists.

H. P. EMERSON & CO.,

33 Kingston St.,

BOSTON, MASS.

PEERLESS BRAND

CORKS

Manufactured expressly for the
Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

"MOTHER," said the sweet young thing, "have you put away my summer furs?"

"Yes, daughter."

"Then I think I had better go shopping to-day for my winter laces."—*Baltimore American*.

TEACHER: Do you know, James, when shingles first came into use?

James: When I was between five and six years old.—*Dinton Crucible*.

OINTMENTS that you can be proud of are easy to make if you use a Day mill. Day Mills, for hand or power, grind ointments of various kinds into a smooth paste or mass and do it quicker, easier and better than is possible by the mortar method.

Prices on the one-, two-, and four-quart sizes may be obtained from the J. H. Day Co., Cincinnati, Ohio.

"I THOUGHT you told me you were going around to that china decorator's to look for a job?"

"I did. But there was a sign outside, 'Firing Daily.'"
—*Judge*.

THE GROOM: "Why so sad, sweetheart?"

The Bride: "I was just thinking how miserable I'd be, Jack, if I had never met you."—*Judge*.

NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

"How did they dispose of your husband's case, Mrs. Nurich?"

"Oh, they'll have to let him go, of course. You see he waived examination."—*Buffalo Express.*

"Did that alienist prove that you were crazy?"

"No," replied the defendant; "but he admitted that he was nearly so before the lawyer got through with him."—*Washington Star.*

PLAIN and decorated collapsible tubes, cast metal sprinklers, soda holders, bitter tubes and all kinds of sheet metal goods are manufactured by the Consolidated Fruit Jar Co., New Brunswick, N. J.

If you are in need of any of these, or if you wish to know about the Allen telescopic and Kent patent tops for cans, and tooth-powder bottles write to the company for prices and further particulars.

"THE BIG DOLLAR" is the title of a folder by the Fort Smith (Ark.) Printing Company. It was distributed to the members of the local Ad Club and made a big hit. It applies to any town. The paragraph below represents a page of the folder:

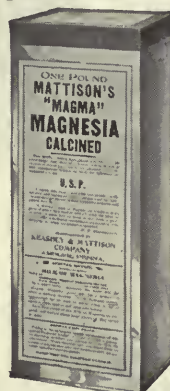
IF YOU buy out of town and WE buy out of town, and ALL OUR NEIGHBORS buy out of town, what in thunder will become of OUR town?

Ever think about it?

**Four Times Your Present
Profit on**

Milk of Magnesia

—if you'll make it yourself. And you can make it easily and quickly and accurately with MATTISON'S MAGMA MAGNESIA (Calcined); you'll make four times as much money as you are making now on prepared Milk of Magnesia, and it will cost you less than one-fourth of your present Milk.



MATTISON'S MAGMA MAGNESIA (Calcined)

makes a perfect—a pure—solution. It meets every U. S. P. Requirement—becomes colloidal upon the addition of water and is made under the direct supervision of College of Pharmacy graduates.

Send 10c for Liberal Sample

enough to make a full pint Milk of Magnesia. Satisfy yourself first that Mattison's Magma is all we represent it to be. Or—if you prefer—order a pound through your jobber to-day.

KEASBEY & MATTISON COMPANY, AMBLER, PA.
Largest Manufacturers of Magnesia in the World.



Handsome Effects Always Obtained With Victor and Olympic Sectional Outfits

The designs are exclusive; rich but not gaudy. Best of all our method of manufacturing in large quantities means an actual saving to you of from 10% to 20%, and enables us to make immediate shipments.

The shelving is made of 4-, 6-, and 8-foot sections. The Prescription Partitions are combined units of 12 inches to 6 feet long and are of various patterns.

Write your favorite drug jobber for Benderscheid Catalog No. 14. It is an 80-page book containing illustrations, specifications and full particulars.

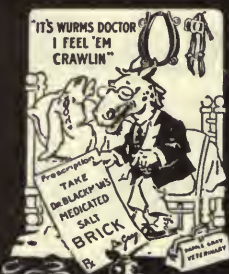
BENDERSCHEID MFG. CO.,

2800-2826 N. 9th St.,

St. Louis, - - - Missouri.

*The Only Exclusive Drug Fixture and
Show Case Manufacturers in the U. S.*

Worked Wonders for Miss Annie Mule



A DOCTOR WITH PLENTY OF HORSE SENSE



GUARANTEED



THE BRICK DID THE TRICK

Drop Brick In Feed Box-It Will Do The Rest

FROM A DEALER.

Ship at once 300 cases BLACKMAN'S MEDICATED SALT BRICK. We are entirely out and are holding orders for 163 cases. We think we will have to order out another car within 30 days. It is the easiest seller we have. Have sold over 4,000 cases to date.

SHANKS, PHILLIPS & CO.
Memphis, Tenn., Feb. 20, 1914.

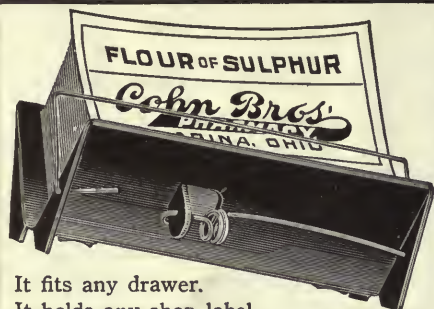
Delivered price, \$5.00 per case of 30 brick. Quantity discount 2% on 2 cases; 5% on 5 cases; 8% on 10 cases; and 10% on 20 cases. Half of the above discounts west of the Mississippi River and south of Jacksonville, Fla.

Our Medicated Salt Brick is a big success that repeats and never quits repeating.

We will write up mailing lists of 50 names of stock owners for each case ordered, up to 10 cases.

Why not sell it? It's a money-maker.

BLACKMAN STOCK REMEDY CO.
CHATTANOOGA, TENN.



It fits any drawer.
It holds any shop label.
Labels can not be mixed up or lost.
Keeps them flat, clean and in plain sight.
The Friend of the Busy Druggist.

The Economical Label Holder

Will convert any drawer in your counter into an **ORDERLY, SAFE and CONVENIENT RECEPTACLE FOR your LABELS**

EACH HOLDER has a capacity of from 200 to 250 gummed shop labels. Screw a sufficient number of these inexpensive Label Holders to the bottom of your label drawer, insert your labels and there you are, a **NEAT, EFFICIENT and ECONOMICAL LABEL CASE.** **\$1.75 per doz.**

MERCHANTS PUBLISHING COMPANY

Manufacturers of Druggists Labels and Boxes.

KALAMAZOO, MICH.

Correspondence Invited from Salesmen Calling on Drug Trade



OUR NEW Plug Sprinkler

Is Absolutely
LEAK PROOF

Neat in appearance,
Simplest Construction
of any sprinkler
on the market.

COLLAPSIBLE TUBES

for all purposes
for which tubes
are used.



**METAL SYRINGES,
SUPPOSITORY MOULDS,**
Over 200 Shapes and Sizes.

**HAND PILL MACHINES.
TIN SPOUTS**

For Bug Poison.



ASK FOR
SAMPLES
PRICES
CATALOGUE

A. H. WIRZ

Incorporated
CHESTER, PA.

CUSTOMER: "I think this meat is spoiled."

Meat Market Proprietor: "Perhaps so, mum, but that meat came from a prize lamb, and it may have been petted too much."—*Illinois Siren.*

In "Board Questions Answered" are printed complete sets of examination papers actually used by the boards of pharmacy in the leading States, and answers to all the questions are given with care and thoroughness.

The prospective candidate for registration papers, be he a graduate in pharmacy or a clerk who has been studying pharmacy at home, who desires to "freshen up" before taking his examination, will find "Board Questions Answered" invaluable.

The book enables the candidate to brush up on a thousand and one questions of pharmaceutical nature and shows him in a general way what sort of questions he will be asked when he gets into the examination room.

"Board Questions Answered" sells for \$1.50. Address E. G. Swift, P. O. Box 484, Detroit, Mich.

His Host: "By the way, what do you think of the Mexican imbroglio?"

Mr. Malaprop: "To tell the truth, I like old-fashioned American fruits the best."—*Judge.*



ALL-GLASS TOP SHOW CASES

Ornamental. Practical. Inexpensive.

Boost your sale of small articles by using All-Glass Top Cases. Utilize space that otherwise is wasted. Display your goods on a direct line with the customers' eyes. Increase your "turn-over," avoid the accumulation of dead stock.

Used and indorsed by leading druggists throughout the country. Constructed entirely of plate glass cemented together. More substantial than your floor cases. The best medium for displaying small articles you have ever tried.

CATALOG AND PRICES ON APPLICATION

THE COLUMBUS SHOW CASE CO.

COLUMBUS, OHIO.

DIGALEN

**PANTOPON
SEDOBROL**

**THIOLAR
LAROSAN**

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works,

NEW YORK.



"I TOLD father I loved you more than any girl I've ever met."

"And what did father say?"

"He said to try and meet some more girls."—*Puget Sound Trail.*

Do you know how to get customers to spend their money freely, how to quickly turn your seasons' goods into money, how to dispose of odds and ends and slow sellers at full retail price?

Brenard's Trade Extension Campaign is a plan that hundreds of druggists are using in order to get the jump on their competitors.

You can get the exclusive use of it for your locality by acting quickly.

Just write to the Brenard Mfg. Co., Iowa City, Iowa, and ask for a full and complete explanation of the plan that has increased the business of druggists by 50 per cent.

NURSE: "The new patient in our ward is light-headed."

Doctor: "Delirious or blonde?"—*Baltimore American.*

"WHY did she leave her husband?"

"He lost all his money."

"How?"

"She spent it."—*Boston Transcript.*

You Cannot Lose a Cent

This old, strong company, which never quibbles nor side-steps, puts the most positive kind of a guaranty

on Pinex

"Complete satisfaction or money back" goes with every package, and we stand behind you for the full retail price. No lost profits. Pinex sales increase steadily year by year. It's as staple as cotton, wheat, or sugar.

The Pinex Company,

Ft. Wayne, Ind.



WADE'S BUSINESS STIMULATOR

DRUGGISTS are boosting their sales enormously by giving my aquariums away Free with each 50c purchase and getting their money back from the sales of fish food.

Comb. E. 144 24-oz. fish globes, 283 med. gold fish, 144 boxes 10c fish food, dip net and plant, **\$17.80**

Comb. B. 72 quart fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant, **\$10.00**

Comb. C. 72 1/2-gal. fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant, **\$14.40**

We give 25 EXTRA fish if cash accompanies order. Try Comb. E, the biggest globe and fish value ever offered to the trade.

Globes by Freight.

F. O. B. Toledo, O.

Fish by Express.

J. J. WADE & CO., Toledo, O.



THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for the customer—no more sticky and slimy checks.

Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y.

THE LOCK-STUB CHECK COMPANY,

22 Quincy St., Chicago.

Catnip Ball For Sale Everywhere.



Trade Mark
Pat. Reg. U.S. Pat. Off.

DR. A. C. DANIELS, Inc., Boston, Mass.

Manufacturers of Horse, Dog and Cat Remedies.

AMUSING
and an Exerciser.

A Toy for Cats, in a box of Catnip, beneficial to the health of any cat or kitten. Cats can't let it alone. Will last for years. On sale at most Drug, Bird or Toy Counters.



ESTABLISHED 1857

THE "WALKEASY" ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED

GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

EDISON stands for 36 years' experience in the manufacture of 500,000,000 electric lamps.

MAZDA is the mark of world-wide research and investigation.

EDISON LAMP WORKS

of General Electric Company
HARRISON, N. J.

5200



OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

HIGGINS'

Drawing Inks
Etternal Writing Ink
Engrossing Ink
Taurine Muilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London.

271 Ninth Street,

Brooklyn, N. Y.



MOTHER: "Now, Billy, say grace after your breakfast."

Billy: "Fanks for my b'ekfast."

Mother: "Oh, Billy, that wasn't much of a grace."

Billy: "Well, it wasn't much of a b'ekfast."—Punch.

"Does not the illimitable ocean vista take you out of yourself?"

"No, it is the motion of the boat that does that."—Houston Post.

CHEMICALLY PURE WATER, for prescription and other drug-store laboratory uses, is always available for owners of Barnstead stills.

The Barnstead "Druggist" still, nickel-plated, and with an hourly capacity of one gallon, costs \$25. The "Druggist Junior" yielding one-half gallon of distilled water every hour, costs but \$15, if copper finished, or \$16 finished in nickel.

For detailed information write to the Barnstead Water Still Co., 51 Chardon Street, Boston, Mass., and mention the BULLETIN OF PHARMACY.

"Does your wife lecture you?"

"Me?" exclaimed Mr. Meekton. "Why, Henrietta wouldn't waste her time lecturing a little bit of an audience like me."—Washington Star.

"MARRIAGES," said the old-fashioned sentimentalist, "are made in heaven."

"Yes," replied Miss Cayenne. "But some of them are like motor cars. They run badly after they leave the factory."—Washington Star.

THE NEW METAL SOLDER THAT BUILDS BUSINESS!



SOLDERALL comes in collapsible tubes. Squeeze a little out—apply a little heat and you have a perfect job of soldering. Every housekeeper can now repair pots, pans, etc. Solderall is a pure tin solder combined with a non-corrosive flux. Ready for instant use. Its quality and convenience means a steady repeat business.

1 Doz. in Display Carton: Price, \$4.00.

Order from your Jobber.

THE EMENAR CO., Inc., 44 E. 23rd St.,

NEW YORK CITY.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York



HANFORD'S
Balsam of Myrrh

THE RELIABLE LINIMENT

Sold by all Jobbers.

G. C. Hanford Mfg. Co.

SYRACUSE, N. Y.

MOTHER (annoyed): "I don't see, Elsie, how you can be so naughty."

Elsie: "Why, mamma, it isn't a bit hard."—*Boston Transcript*.

"WHAT are your daughters studying now?"

"Nothing," replied Mr. Cumrox. "They learnt all about music, painting an' literature. All they've got left to learn is not to bother people with them."—*Washington Star*.

HYGINOL MINERAL OIL is a super-refined, pure white oil of U. S. P. standard. It is offered in 16-ounce bottles at \$8.00 a dozen, delivered, by the Berlin Laboratory, Ltd., 373 Fourth Avenue, New York City.

This concern also offers to send to BULLETIN readers its price list on Paragon Products and an interesting booklet, "What the Paragon Trade Discount Coupons Mean To You."

"WHAT did de white folks put Brudder Smugg in jail for, sah?"

"Trigonometry, sah. He done had three wives."—*Judge*.

"OH, doctor! I do hope you'll let father smoke again soon. We simply can't get a cent out of him!"—*Judge*.

Rapid
AUTO PEN
SPEED and UNIFORM
LETTERING GUARANTEED

The Perfect
SINGLE
STROKE
medium for
Lettering
PRICE
TICKETS,
SHOW
CARDS,
ETC.

Manufactured in 76 sizes and styles. Special introductory offer—8 pens and 2 shades Lettering Ink, with complete instructions, prepaid \$1.00. Catalog free.

THE NEWTON AUTOMATIC LETTERING PEN CO.
Dept. R, PONTIAC, MICH., U. S. A.

CALL'S EYE GLASS CLEANSER

The New Toilet Necessity



Makes lenses clear,
clean and sparkling.

Makes mountings
bright and sanitary.

Cleans the lenses and cleans
and polishes the mountings
and sterilizes the mountings

with one application—a matter of but a moment. Also wonderful for cleaning and polishing diamonds and all kinds of fine jewelry. Positively the only thing of its kind in existence. It is being advertised in Saturday Evening Post, Literary Digest and other leading national publications.

Each dozen put up in handsome display box with clever booklets for free distribution. Retalls for 25c.

TRADE PRICE IS \$2.00 A DOZEN.

(Additional discounts in larger quantities.) Order from your jobber or direct.

CALL'S EYE GLASS CLEANSER CO., 45 E. Main St., Waynesburg, Pa.

A \$4.50 Self-Moistening
Brush
Does
\$25.00 Worth of Dustless Sweeping



Saves \$20.00 in Sweeping Compound and Floor Oil.

30 DAYS FREE TRIAL EXPRESS PREPAID

MILWAUKEE DUSTLESS BRUSH CO.
MILWAUKEE Ask for Offer "B." WISCONSIN



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure.

Catches 50,000,000,000 Flies Each Year



SPECIAL INTRODUCTORY OFFER



JU-ZA SPECIALTIES

Menthol Inhalers - - 3 doz. \$1.00
Tooth Ache Wax - - 3 doz. \$1.00
Liver Pills - - 3 doz. \$1.00

SUNDRIES

CHEMICALS

RUBBER GOODS

DRUGGIST PRODUCTS CO.,

108 N. 5th St., PHILADELPHIA, PA.

**WANT
MORE
PAY
IN
YOUR
WEEKLY
ENVELOPE?**

If so take the course offered by THE PRACTICAL DRUGGIST INSTITUTE. We teach you at home and you do not have to stop work. The cost is small, the course is thorough and complete and will prepare you for State Board Examinations. Write for sample lessons, terms, etc., to

THE PRACTICAL DRUGGIST INSTITUTE

53 Gold Street, NEW YORK.

ELEVATORS

FOR ALL PURPOSES.



We Make
HAND ELEVATORS, POWER ELEVATORS, DUMB-WAITERS, INVALID HOISTS, BOX HOISTS, ETC.

Write for information and prices.

Sidney Elevator Lift Co. Mention this Journal Sidney, Ohio.

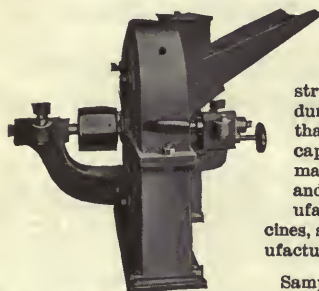


FREE!

Best
Offer
Ever
Made!

A superior course in SHOW CARD and SIGN WRITING, in leading correspondence school (not a book) and high grade Air Brush, given free! to purchasers of assorted "NOBEMA" ready-to-use COLORS. An HONEST OFFER, to INTRODUCE our COLORS. Show Card Writing is a fascinating, profitable trade, easy to learn. Get better pay, or have own business. WRITE FOR ILLUSTRATED BOOK, CIRCULARS AND INFORMATION
NOBEMA BY. CO., 8 S. DEARBORN ST., CHICAGO, ILL.

DRUG MILLS



Front View No. 1 MEAD MILL
(smallest size)

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

MEAD & CO., 20th St. and M. C. R. R.
DETROIT, MICH.

ALKALOL

8-oz. \$4.00 per Doz.

16-oz. 6.75 " "

ALKALOL COMPANY,
TAUNTON, MASS.

"JOHN, what possessed you to buy this chow-chow dog?"

"I don't know, Maria, unless I was pickled."—*Baltimore American.*

"REGGIE would tango perfectly but for two things."

"Yes? What are they?"

"His feet."—*St. Patrick's Monthly Calendar.*

A NATION-WIDE advertising campaign backed up by dealer-coöperation in the distribution of novelty cards and illustrated booklets puts Hostetter's Stomach Bitters in the front rank of easy sellers.

Ordering a supply of Hostetter's from your jobber and then writing the Hostetter Company, 59 and 60 Water Street, Pittsburgh, Pa., for dealer helps will have a noticeable effect on your cash register receipts.

"I've got a lot to tell you."

"Come on down to the movies and we'll talk it over."—*Yale Record.*

"You must learn to 'swat the fly,' Ethel. Flies carry typhoid fever."

"Will typhoid fever kill any one who gets it?"

"Certainly."

"Mother, why doesn't it kill the fly?"—*Life.*

THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We will greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

"TELL me noo, Jamie, what was the most wonderful thing you saw when at sea?"

"I think the strangest thing I saw was the flying-fish."

"Noo, laddie, dinna mak' a fule o' yer mither. Wha ever heard o' a fish flein'?"

"Another strange thing I saw when crossing the Red Sea. We dropped anchor, and when we raised it again there was one of the wheels of Pharaoh's chariot entangled on it."

"Ay, laddie, I'll believe that. We've Scripture for that."—*Tit-Bits*.

CHAS. PFIZER & Co. manufacture a particularly fine line of bismuth preparations. Their subnitrate of bismuth is an exceptionally pure, white, and bulky article, free from arsenic, and is especially recommended for all therapeutic purposes. The subgallate of bismuth is also highly recommended by the profession.—*Adv.*

"So THE family in the flat next yours has a Victrola, eh? How many records have they?"

"Heaven only knows! But they broke their best previous record, last Sunday, by five hours and twenty-six minutes."—*Puck*.

"So you want to marry my daughter, eh?" snorted the old man. "Do you consider yourself financially able to do so?"

"Well," replied the suitor, "after a fellow has bought candy and flowers for a girl for a year, and has taken her to the theater twice a week and is still not broke, I guess he can afford to get married."—*Philadelphia Record*.

SALESMAN: "Why not try one of our Rip Van Winkle rugs, madam?"

Prospective Purchaser: "What kind are they?"

Salesman: "They have an unusually long nap."—*Indianapolis Star*.

"Knowledge Is Power"—



and the timely Knowledge that

Antiphlogistine
TRADE MARK

is the best thing in the shop for Colds, Sore Throat, Bronchitis, Pain in the Chest—in fact every kind of inflammation—is a "powerful incentive" to the shrewd Druggist to STOCK EARLY and secure the discount on quantity—

5% on orders of \$12.00

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

We can
recommend
the
proper

PEROXIDE for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously

For Prices, Formulas, etc., Inquire

THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street,

PITTSBURGH, PA.

EYE MEDICINE IN INDIA.—Jesse Henricksen, of Arthur, Iowa, contributes the following, clipped from a copy of the *Christian Advocate*, published in Gonda, India: "A boy in our Muzaffarpur school had but one eye, and that one was giving him trouble. A native doctor gave him a prescription warranted to cure and make the eye strong Prescription: 'One cow's tooth, one horse's tooth, one goat's tooth, one donkey's tooth, one hog's tooth, one pearl without hole, seafoam, collyrium, opium, burnt alum, har (a kind of nut), blue vitriol, leaves of the neem tree—all ground fine and applied to the eye. As I did not try it, I am not able to certify to its curative power.'"

As a means of providing exercise for cats and kittens Daniel's Catnip Balls are unique. The catnip is contained in a perforated ball, and the animal in an endeavor to get at the herb, propels the ball about, to the benefit of itself and the amusement of the onlookers.

Catnip Balls—easy sellers and good repeaters—are supplied to the trade by Dr. A. C. Daniels, Inc., Boston, Mass.

FRIEND: "Well, how's the war affecting you?"

POST-CUBIST-IMPRESSIONIST SCULPTOR: "Not a bit, old chap. I never sold anything before it started—and I haven't since."—*Punch*.

PROFESSOR: Illustrate the fact that Germany is a militaristic country, America a commercial one.

Student: The German boy wants to be a Field Marshal, the American boy wants to be a Marshall Field.—*Life*.

A DESIRABLE combination—quick sellers that can be purchased at exceptionally low prices.

In order to acquaint druggists with "It-Za" specialties, the Druggist Products Co., 108 N. 5th St., Philadelphia, Pa., makes the following special offers: three dozen menthol inhalers for \$1.00, three dozen toothache wax for \$1.00, three dozen liver pills for \$1.00.

This company also sells druggists' sundries, chemicals, and rubber goods. Price lists will be sent upon application.

"I'M A self-made man."

"And you suffer no remorse?"—*Boston Transcript*.

"You say this picture is worth \$5000, and yet you are offering it for ten."

"Yes."

"Something wrong here," declared the policeman. "I'll have to take you in."

"Nothing wrong, officer," interrupted the dealer. "He's the artist."—*Louisville Courier-Journal*.

Diamond Dyes

Special Offer to Retail Dealers in Effect February 1, 1916.

With each order for 12 dozen Diamond Dyes from a retail dealer, accepted and filled by any WHOLESALER WHO HAS PURCHASED HIS STOCK OF DIAMOND DYES DIRECT FROM THE WELLS & RICHARDSON COMPANY, we will when notified by the wholesaler that order has been shipped to retail dealer, send without charge to retail dealer three dozen Diamond Dyes with advertising matter. Also on above conditions, and where retail dealer has none, we will send a beautiful Diamond Dye Cabinet.

All Previous Offers to Retail Dealers Are Hereby Withdrawn. The Special Offer Above Subject to Change or Withdrawal Without Notice.

NOTICE

Owing to the scarcity of dye materials, manufacturers and brokers are trying to obtain supplies of Diamond Dyes in large quantities.

Diamond Dyes are intended for the use of household dyers, and retail dealers who sell out their stock to brokers are liable to find their wholesaler without a sufficient supply of Diamond Dyes to meet such demands.

It is to the benefit of the retail dealer to keep his stock for the regular demand of the household user—which is the demand Diamond Dyes were placed on the market to supply.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

"THE ideal is seldom attainable."

"Not so in the case of a suburban home," chirped the real estate agent. "Now, I gotta place for sale on easy payments——."—*Louisville Courier-Journal*.

ADVERTISING THAT IS WORKING FOR YOU.—Through the medium of the leading women's magazines the Whitall Tatum Company is doing two things that water-bottle advertising has never done before. The advertising is telling the public that the retail druggist is the most capable judge of water-bottle values, and it is pointing out uncommon uses for water bottles.

This advertising is in the interest of the Whitall Tatum maroon "Special" water bottle, a bottle made of tough maroon rubber, reinforced by strong black rubber binding and supplied with an unlosable stopper—things that make the bottle a desirable one to own and that furnish excellent talking points for the druggist. The retailer's profit is a man's size one.

If you haven't stocked the Maroon "Special" as yet, ask the W. T. Co. salesman about it or write direct to the company, at 410-416 Race Street, Philadelphia, Pa.

SOPH: "How does it happen you came to Harvard? I thought your father was a Yale man."

Fresh: "He was. He wanted me to go to Yale; I wanted to go to Princeton. We had an argument, and he finally told me to go to H——."—*Yale Record*.

"WHAT are you going to say when you address Congress?" asked the friend.

"I don't know yet," replied Senator Sorghum. "After the opposition I have met with out home I don't feel called on to make long speeches. I'm lucky to be able to say 'Present!'"—*Washington Star*.

THE Standard Chemical Co., 312-314 North Harwood Street, Dallas, Texas, has opened a complete and modern factory for the manufacture of a full line of disinfectants, varnishes, metal polishes, and toilet preparations.

The company announces that it will increase the capacity of its factory about March 1 and at that time will be in the market for chemicals, laboratory equipment, etc.

"MISS GADDERS seems to be putting her soul into the music she is playing."

"Nonsense. She's merely putting her feet in it."

"What do you mean?"

"Don't you see she's operating a piano-player."—*Birmingham Age-Herald*.

"CAN you do your own cooking on an emergency?"

"Well, I could try, but I always do it on a gas stove."—*Baltimore American*.

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

"KNOWLEDGE is power," remarked the party of the first part.

"Maybe so," responded the party of the second part, "but you want to get rid of the idea that when you switch off for the night the trolley cars have to stop running."—*Louisville Courier-Journal*.

THE United States Supreme Court's recent decision in the case of the Eckman Manufacturing Company, sole proprietors and makers of Eckman's Alternative, has been given wide publicity—being the court's first ruling on the constitutionality of the Sherley amendment to the Pure Food and Drugs act—and by some has been misconstrued as a verdict on the merits of the preparation itself.

In order that the decision may be clearly understood the Eckman Company has issued a statement which covers the facts in the case. The statement occupies a full page in the advertising section of this issue of the BULLETIN, and should be read carefully by all interested druggists.

"How ridiculous some of our forms of speech are! Here's a notice of the Jaggs which says they took up their residence in the suburbs. How could they take up a residence?"

"Easily. They've got one of those portable houses."—*Baltimore American*.

"Do you believe in luck?"

"Of course I do. Aren't the other fellows getting it all the time?"—*Detroit Free Press*.

Do you know how to meet keen competition—how to stop the inroads of mail-order houses—how to limit, if not eliminate, charge accounts—how to quickly turn over your stock?

Two booklets—"The Business Builder" and "The Verdict"—point out the method that thousands of successful merchants have used to lift their business out of the rut and place it on a profitable basis. You can get the booklets by writing to the Sperry & Hutchinson Co., 2 West 45th Street, New York City, and mentioning the BULLETIN OF PHARMACY.

"Who is that fellow eulogizing 'this grand and glorious republic'?"

"I don't know who he is, but when you hear a man talking like that the chances are 10 to 1 that he thinks 'this grand and glorious republic' ought to support him."—*Birmingham Age-Herald*.

BROKE: "Are you superstitious?"

Bloke: "No, not a bit."

Broke: "Well, then lend me \$13."—*Penn State Froth*.



VORTEX SANITARY SERVICE



For Hot and Cold Drinks

Paraffin Paper Cups and Metal Holders

(Patented and Patents Pending.)

VORTEX Paper Cups are made for Sodas and Sundaes in regulation sizes for use in VORTEX Metal Holders only. They are paraffined on the outside only, sealed without glue, rendering them absolutely odorless and sanitary.

THE VORTEX SYSTEM REMOVES:

Sloppy conditions of fountain and tables.
Danger from chipped glass.
Loss in breakage of glassware.
Using of hot water.
The expense of washing.
Twenty-five per cent. in the labor of serving.

We have reduced our prices on VORTEX Paper Cups. Write your local jobber and if he won't supply you, write us.

THE VORTEX MFG. CO., CHICAGO.



THE Detroit Drug Salesman's Club will hold its first annual dance on Thursday evening, February 17, at the Wayne County Medical Society auditorium, 33 High Street East, Detroit, Mich. The members of the club extend a cordial invitation to their friends and business associates to be present and help make the occasion an enjoyable one.

GUARANTEEING SATISFACTION TO THE CUSTOMER.—When you sell a Conklin self-filling fountain pen the customer gets more than a good fountain pen—he gets, in addition, a guarantee of absolute satisfaction. Should any dissatisfaction arise he is given a new pen, or if he asks it, the purchase price will be refunded. Dealers are authorized to make this guarantee without reservation.

Can't you sell fountain pens offered on such a sweeping guarantee?

Yes?

Then write to the Conklin Pen Mfg. Co., 163 Conklin Bldg., Toledo, Ohio, and ask for particulars concerning its line of pens and the liberal discounts allowed to the trade.

MAMMA was taking daughter to task.

"I don't like the way you and Jack hang over the front gate every evening," she remonstrated.

"Well, as to that, there's a great deal to be said on both sides," replied the daughter.—*Judge*.

SMITH: How are you making out with your garden patch?

Jones: Well, if "the good die young," there are no better vegetables than mine!—*Detroit Times*.

WILLIE: "Paw, what is diplomacy?"

Paw: "Diplomacy is using soft soap on a man when you want to clean him up, my son."—*Cincinnati Enquirer*.

THE present epidemic of la grippe, prevalent in nearly all sections of the country, has created a lively demand for an antiseptic mouth-wash and nasal spray, to be used as a prophylactic in combating the disease.

To meet this demand, many druggists are displaying and recommending Alkalol. Are you one of them?

Alkalol in 8-ounce bottles costs \$4.00 a dozen; in full pint packages, \$6.75 for the twelve bottles.

At all jobbers, or from the Alkalol Company, Taunton, Mass.

"You say this motorist took you to a hospital after he ran you down?"

"Yes."

"Nothing could be kinder."

"Maybe not, but he didn't have to run me down, did he, just to show me he had a kind heart?"—*Birmingham Age-Herald*.

Consider the Profit on
an Investment of \$2.00
Turned over each Month!

BUY A DOZEN ♪ ♪
MRS. WINSLOW'S
SOOTHING SYRUP
Absolutely Non-Narcotic.

With the assistance of our advertising you should be
able to sell one dozen each month.

ANGLO-AMERICAN DRUG CO.,
215-217 Fulton Street, NEW YORK.

THE FAIR ONE: "Why, how did you come to fall on the doorstep?"

The Boob: "I didn't come to fall on the doorstep—I came to call."—*Puck*.

PESSIMIST: "Is he prosperous?"

Optimist: "Is he? Why, he owes twice what he owns."—*Judge*.

ARE you engaged in the manufacture of medicinal tablets either on a small or large scale?

If you are, you should have a copy of the booklet issued by the Arthur Colton Co., 794 Jefferson Avenue, Detroit, Mich.

The booklet illustrates and describes an assortment of tablet-making machines, of the single punch and rotary types, from which you can select the machine best suited to your particular requirements.

The Colton Company also manufactures pharmaceutical machinery and laboratory appliances of all kinds and claims them to be of superior design, simple construction, and excellent workmanship.

IRATE FATHER: "It's astonishing, Richard, how much money you need."

Son: "I don't need it, father; it's the hotel keepers, the tailors, and the taxicab men."—*Boston Transcript*.

HOBSON (at club reception): "Say, who is that man over there? He's been standing around with his hands in his pockets all evening, and not a soul has noticed him."

Dobson: "I guess he must be a guest of the club."—*Puck*.

FOR more than 35 years Bengèr's Food has been advertised to the medical profession as an article of diet for infants, invalids, and aged persons.

All jobbers stock it, and to further help you make sales easier Bengèr's Food, Ltd., 92 William Street, New York City, will send samples, show-cards, and advertising material upon application.

YESTERDAY was one of those off-days in newspaper life. Under the heading, "War Questions Answered," *The Evening Mail* told an anxious reader how to obtain a marriage license.—F. M. O'B. in the *New York Evening Mail*.

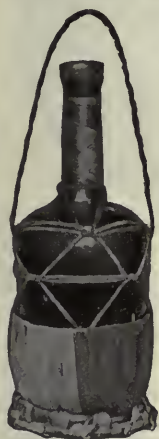
"THAT was a fine speech Senator Boggles made," said the professor.

"I was particularly impressed by his peroration."

"Hum, I didn't notice that particularly," said the practical politician, "but the way he wound up had 'em all yelling."—*Birmingham Age-Herald*.

We Want One Good Druggist in Your Town

to take the exclusive agency for McILVAINE'S FINEST CREAM LUCCA OLIVE OIL, if we are not already represented there. We will send strong letters, booklets and other convincing advertising matter direct to consumers in your city which will create business for our agent. ARE YOU THE MAN?



McILVAINE'S FINEST CREAM LUCCA OLIVE OIL

comes from the famous Lucca district and is the highest grade Olive Oil brought to this market. We have imported it for thirty-five years and we fully guarantee its superiority, unequalled quality and purity. Let us send you particulars about it.

Write at once for our attractive exclusive agency proposition. It will make your Olive Oil business what it should be in the way of sales and profits.

McILVAINE BROTHERS

Established
1844

Drug Importers and Millers

Established
1844

1500 Hamilton St.,

PHILADELPHIA



MRS. CRABSHAW: "How did your husband take care of the house while you were away on your vacation?"

Mrs. Gayboy: "The only room cleaned out was the wine cellar."—*Life*.

MARY: "Have you offered him any encouragement?"

Edith: "Oh, yes. When he asked me what was my favorite flower, I said 'Brown's for pastry, and Smith's for bread!'"—*John Bull*.

PERHAPS the most valuable aid to a physician treating a fever case is a thermometer, the quality and permanent accuracy of which is unquestionable.

B-D fever thermometers are recognized as reliable, accurate and dependable. There's a different style for every different fever thermometer need.

Becton, Dickinson & Co., Rutherford, N. J., will send you interesting particulars about their line of B-D thermometers, and tell you why it is a profitable one to push. Now is a good time to write.

BOOK AGENT: "Here's a volume crammed with useful information. Chapter one, for instance, tells you how to manage servants."

Housewife: "Don't want it. One can't get any help in this town to manage."

Agent: "Then here's another chapter in the book on self-help."—*Boston Transcript*.

CUSTOMER: "Look here; these weren't fast colors in this shirt you sold me."

Salesman: "So I see; but you ought to be satisfied."

Customer: "Why so?"

Salesman: "You got a run for your money."—*Boston Transcript*.

SMALL ARTICLES and novelties tucked away in drawers won't sell. If exposed on top of show-cases they soon become shopworn; sometimes they are "appropriated."

There is a way, however, of overcoming these difficulties. All-glass top show-cases boost the sales of small articles and utilize space that otherwise is wasted. They display goods on a direct line with the customers' eyes.

The Columbus Show Case Co., Columbus, Ohio, makes all-glass top cases that are used and indorsed by leading druggists throughout the country. A postal card addressed to the company, and mentioning the BULLETIN OF PHARMACY, will bring you a catalogue and prices.

"MA," said a newspaper man's son, "I know why editors call themselves 'we'."

"Why?"

"So's the man that doesn't like the paper will think there's too many people for him to lick."—*St. Paul Dispatch*.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors

44 East 23rd Street, New York

BRANCH OFFICES:

Paris, France 42 Rue du Marche
London, England 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street

All Jobbers Sell It

VAIN ACTOR: "It is the dream of my life to play Hamlet!"

Unsympathizing Friend: "Haven't they got any alarm clocks where you live?"—*Baltimore American*.

JACK: "Do you believe marriages are made in heaven?"

Jill: "Probably. Heaven only knows why some are made."—*Cleveland Plain Dealer*.

ABSOLUTELY non-narcotic, in use for generations, liberally and constantly advertised—Mrs. Winslow's Soothing Syrup.

Thousands of druggists are averaging sales of a dozen bottles a month on this popular preparation and doing it with only an investment of \$2.00 for stock at any one time. They are taking advantage of the manufacturer's broad advertising policy.

If you, too, wish to get the profits resulting from turning over your stock twelve times yearly, ask the Anglo-American Drug Co., 215-217 Fulton Street, New York City, for dealer helps and particulars of its national advertising campaign.

"WHAT is he noted for?"

"He is either a literary man or a magazine writer, I can't remember which."—*Life*.

"DAUBBS says he is wedded to his art."

"Well, there is at least one point in his favor."

"What is that?"

"No one can accuse him of having married for money."—*Birmingham Age-Herald*.

For spring coughers: A box of Y & S stick licorice on the counter.

Y & S licorice comes in a handsome carton containing 44 sticks, each one wrapped in a dust-proof and sanitary package. The whole makes an attractive display that serves to entice many a nickel from cough-harassed customers.

Wholesale druggists in all cities carry Y & S licorice.

"THAT feller Morgan Buttles is terrible unpopular," said one mountaineer.

"We'll have to git rid o' him somehow," replied the old moonshiner.

"Yes. But we don't want to do nothin' in a way that ain't legitimate an' customary. You know he has p'litical ambitions."

"I've heard so. But he ain't got no pull."

"Yes, he has. An' you an' your relations want to stand back o' me when I put the case up to our Congressman. We'll git Buttles app'inted a revenue inspector, an' then let nature take its course."—*Washington Star*.

PREPAREDNESS

The only way to insure adequately against emergencies is to make emergencies part of your routine. This is the essential idea of preparedness—to figure on all the exigencies that can possibly arise, and incorporate them into your business.

Unless you carry in stock, all the time, the remedies which the doctors demand for dealing with emergencies, you lose the business when the emergency arises.

CALCIDIN (Abbott) Is an Emergency Remedy of the First Order

Many thousands of doctors are using Calcidin successfully in the present epidemic.

If you fail to furnish Calcidin whenever and wherever it is needed, the doctors in your locality will go elsewhere for it, for **CALCIDIN**



they must and will have. The health and the lives of their patients depend upon it.

Stock Up With CALCIDIN Now

Supplied in tablets of 1/3 grain, 1 grain, 2½ grains and 5 grains each, put up in bottles of 100, 500, and 1000; also in pure powder in 1-ounce bottles.

Anticipate the demand. Make sure of your profits. Insure against loss. Your Jobber is supplied.

THE ABBOTT LABORATORIES

(THE ABBOTT ALKALOIDAL CO.)
Ravenswood, CHICAGO

SEATTLE
SAN FRANCISCO

LOS ANGELES
NEW YORK

TORONTO
BOMBAY

THE annual banquet and election of officers of the Detroit Drug Club was held on the evening of January 19, at the Hotel Cadillac, Detroit, Mich. About 130 members and guests were present.

After a short business session the club was addressed by Judge Alfred J. Murphy, a prominent Detroit lawyer, who gave an enjoyable talk on current affairs and conditions of particular interest to druggists. Several highly entertaining cabaret features were also provided. Among the guests present were the members of the Michigan State Board of Pharmacy.

For \$4.50 the Milwaukee Dustless Brush Co., Milwaukee, Wis., offers a self-moistening brush which the company claims will do \$25 worth of dustless sweeping.

If a saving of \$20 in sweeping compound and floor oil appeals to you write for offer "B," which explains how you can get the brush on 30 days' free trial.

"Do you mail your poems or take them to the editors yourself?"

"I mail them. Rejection is bad enough without running the risk of ejection also."—*Boston Transcript*.

GRIGGS: "How does your brother take married life?"
Briggs: "According to directions, I believe."—*Boston Transcript*.

GIBBS: "Bilson expressed a good deal of sympathy for poor Blank. Did you try him for a contribution?"

Dibbs: "No, I know Bilson; he's like the letter 'p'—first in pity and last in help."—*Boston Transcript*.

FORTY-SIX novel and ingenious methods for capturing more business, thirty-one money-making formulas worked out by shrewd druggists, descriptions of practical drug-store devices, dispensing and compounding kinks, bookkeeping and accounting suggestions, prescription department tips, ideas about the soda fountain—all these, and many other money-making or money-saving ideas, are contained in the book "350 Dollar Ideas for Druggists."

E. G. Swift, P. O. Box 484, Detroit, Mich., will send you the entire collection for \$1.00.

JOHNNY: "Pa, what is a 'quandary'?"

Father: "It's what a man gets into when he tells his wife a lie and doesn't know whether she believes it or not."—*Judge*.

"Of course, we try to make you feel at home here," said the manager of the hotel.

"Well," replied Mr. Cumrox, "you succeeded. The waiters stood around and criticized the way I selected my food and handled the tableware pretty much the way the folks at home do."—*Washington Star*.

Y & S STICK LICORICE

Put up in
5c.
Boxes

A
Dust-Proof
and
Sanitary
Package



The
Old Fashioned
Remedy
for
Coughs
and
Colds

MANUFACTURED SOLELY BY

NATIONAL LICORICE COMPANY

For Sale by Wholesale Druggists in all Cities of the United States and Canada.

SKINNER: Good morning, ma'am. Did you ever see anything so unsettled as the weather has been lately?

Mrs. Hashley: Well, there's your board bill, Mr. Skinner!—*Philadelphia Inquirer*.

BURROUGHS: "I know a man who looks so much like you that one could hardly tell you apart."

Lenders: "You haven't paid him that five I lent you three months ago, have you?"—*Boston Transcript*.

THE catalogue issued by the George R. Fuller Co., 99 N. Clinton Avenue, Rochester, N. Y., won't take up much room in your desk, but its presence there may enable you to occasionally make a profitable sale.

Illustrated in the catalogue are the "Walkeasy" artificial legs, the sale of which many druggists are finding to prove decidedly profitable.

"Is YOUR husband an optimist?"

"Well," replied the tired-looking woman, "he's an optimist in hoping for the best, but a good deal of a pessimist in working for it."—*Washington Star*.

"Is Alice musical?"

"No, but she always sings if you ask her."—*Boston Transcript*.

"CHARLEY, dear," said young Mrs. Torkins, "I'm so glad that you have gone in for marksmanship instead of horse races. It's much more patriotic."

"What're you talking about now?"

"Your recreations. You don't know how pleased I was to hear you say that hereafter you weren't going to bet on anything but long shots."—*Washington Star*.

A LITTLE nicety practiced by many pharmacists is to pass every clear liquid through a paper filter in order to remove any specks or particles that might be present.

Prat-Dumas French filtering paper is especially suited for this purpose. It allows the liquid to pass through quickly and is not likely to tear at the apex, necessitating a refiltration. The liquid passes through freely, also; but a small quantity is retained by the paper.

Prat-Dumas paper is imported to this country by E. Fougera & Co., Inc., 90 Beekman St., New York City. It can be easily identified from the blue guarantee stamp of the importers which is attached to every package.

"I SEE a great magnate has tried digging coal in one of his own mines."

"Now he may realize what hard work it is and raise wages."

"Yes, and he may feel justified in raising the price."—*Louisville Courier-Journal*.

Over and above every other consideration quality is of paramount importance; and recognizing this fact we try to excel in the production of fine medicinal chemicals and invite every druggist to specify "N. Y. Q." when ordering from his jobber.

NEW YORK QUININE and CHEMICAL WORKS LIMITED
NEW YORK

"So, doctor, you are still single. Ah, I fear that you are somewhat of a woman hater."

"Nay, madam; it is to avoid becoming one that I remain a bachelor."—*New York Post*.

"DID Jones lose control of his auto?"

"Completely; the cook uses it all the time."—*Puck*.

YOUR customers are constantly seeing Pluto advertising in different places. Many of their friends are using it and their physicians are recommending it.

Isn't it reasonable to assume that you can cash in on this publicity by stocking Pluto Water and displaying it? Then why not order a stock from your jobber and go after the business?

Attractive display matter can be obtained by writing direct to the French Lick Springs Hotel Co., French Lick, Indiana.

SHE: "You're friend Jims was here this morning asking for you and told me such a touching story."

He (absent-mindedly): "For how much?"—*Baltimore American*.

"I HEARD that your son had become an actor."

"Glad to hear it. All I know about it is that he went on the stage."—*Baltimore American*.

THE man who had made a huge fortune was speaking a few words to a class of students at a business college. Of course, the main theme of his address was himself. "All my success in life, all my tremendous financial prestige," he said proudly, "I owe to one thing alone—pluck. Just take that for your motto—pluck, pluck, pluck!" He made an impressive pause here, but the effect was ruined by one student, who asked impressively: "Yes, sir; but tell us how and whom did you pluck?"—*San Francisco and Pacific Druggist*.

RIPANS TABULES are the first thought with many sufferers from indigestion, constipation and other stomach and bowel troubles. You owe it to those people to see that your stock of all the sizes is complete.

Prices to the trade are: 40 cents a dozen for the 5-cent size, \$2.00 a dozen for the 25-cent package, and \$4.80 a dozen for the 60-cent family package. On orders for gross lots of the 5-cent size, or on \$6.00 lots assorted, an extra discount of 5 per cent is given. Ripans are carried in stock by all wholesalers and are manufactured by the Ripans Chemical Co., 10 Spruce Street, New York City.

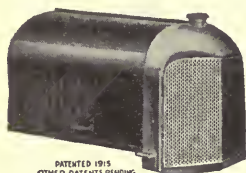
"SKINNER boasts that he never lets anybody get ahead of him—that he takes nobody's dust."

"Skinner's a falsifier; he takes everybody's dust he can lay his hands on."—*Boston Transcript*.

\$45⁰⁰ NATIONAL ZIG ZAG RADIATOR

and STREAMLINE HOOD

INCLUDING RADIATOR, HOOD, HOOD LEDGE and SPECIAL CRANK
Easily installed on any new or old Ford car



PATENTED 1915
OTHER PATENTS PENDING

REDUCED evaporation, efficiency of motor, and luxurious appearance through installation of NATIONAL ZIG-ZAG RADIATOR and STREAMLINE HOOD particularly appeal to the Physician who requires exacting service.

Water cells run in Zig-Zag columns to retard the flow for maximum cooling efficiency.

Semi-pointed front adds to length of car and enhances the streamline effect.

Best of material and construction throughout. Radiators severely tested with compressed air under water. Finished in Nickel, Polished Brass or Black Enamel.

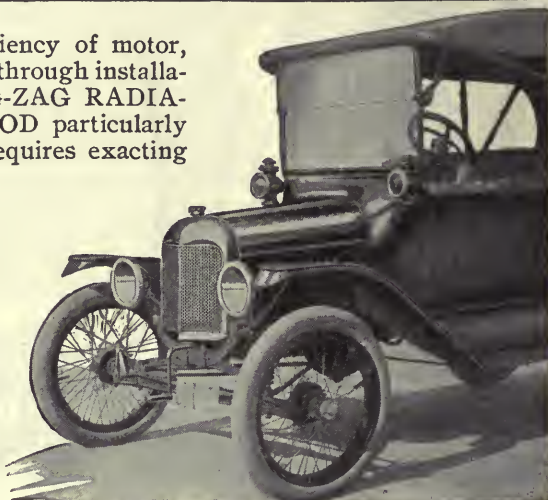
Place your order NOW and be prepared for the unfavorable roads.

If your dealer cannot supply you write us direct for illustrated circular and instructions for installation.

NATIONAL CAN COMPANY

Radiator Department

Detroit, Michigan



The RESULT

PATIENT: "That absent treatment you've been giving me doesn't seem to have done me much good."

Healer: "No wonder. You forgot to tell me you moved."—*Life*.

WHEN you buy an Edison Mazda lamp you get a product that is the result of 36 years' experience in the manufacture of 500,000,000 electric lamps.

All this wide experience is at your command if you wish advice on lighting problems. The experts in the employ of the Edison Lamp Works, of the General Electric Co., Harrison, N. J., will gladly tell you the kind of lamps and fixtures best suited to your requirements.

"WHAT brought you to house-breaking, my man?"

"Lost my job as a baseball pitcher, judge."

"Well, you were foolish to go into burglary, if you are poor at locating the plate."—*Louisville Courier-Journal*.

"How is it that the young men no longer come to see your daughter?"

"It's her own fault. I told her not to hang that cooking school diploma in the parlor."—*Louisville Courier-Journal*.

"Your wife's dinner-parties are always beautiful affairs."

"Yes, replied Mr. Cumrox. "At first people didn't seem to want to come to 'em, but I guess mebbe the high cost of living is making a difference."—*Washington Star*.

HERE'S a method that a Detroit druggist uses to increase his sales of Love's Fruit Tablets: A jar of the tablets is placed on the counter, and alongside of it little transparent sacks containing 5 and 10 cents' worth of the tablets. He says that the brightly-colored pieces of candy, showing through the sacks, make an appeal that customers can't resist.

Love's Fruit tablets are offered in 8 flavors—lime, wild cherry, lemon, hoarhound, orange, raspberry, chocolate, and assorted. They come in 5-pound bottles, twelve bottles to the case.

To take advantage of this easy way to increase your candy profits, write to the F. S. Love Manufacturing Co., Johnstown, Pa., for trade prices and other information.

"EVER notice how Jones butts into a conversation?"

"Yes; he always thinks his particular train of thought has the right of way."—*Boston Transcript*.

Here's the Quick way to BIG MILK of MAGNESIA Profits

Your profits on prepared Milk of Magnesia are limited. The small end of the profit is yours. Why don't you go after the big profits in Milk of Magnesia? *Make your own.* Then you can afford to put time and effort behind it. Then your profits on each bottle will be four times as great as your present Milk of Magnesia profits.

Make your own by simply adding to 15 ounces of pure water, one troy ounce of

MATTISON'S MAGMA MAGNESIA (Calcined)

and you get one full pint of the purest Milk of Magnesia you ever handled—and it has cost you little more than five cents including the water. Certainly such an opportunity opens up great possibilities to you. BIGGER profits—LOWER COSTS and an incentive to go after the Milk of Magnesia business in your neighborhood. Send 10 cents for a Trial ounce. Convince yourself first if you must. Or better still order a pound can of Mattison's Magma Milk of Magnesia (Calcined) and get started TO-DAY toward Bigger Money from your domestic trade.

KEASBEY & MATTISON COMPANY,

AMBLER, PA.

Largest Manufacturers of Magnesia in the World.



"AUTOMOBILES are becoming very plentiful."

"Nearly everybody is getting one."

"Yes. Soon it may be fashionable to walk."—*Louisville Courier-Journal.*

"TOWARD the end of the ride," she was reading aloud, "they came to a ford——"

"Oh, skip that!" he exclaimed, impatiently. "I'm getting tired of those automobile jokes."—*Buffalo Courier.*

You can make a profit of 75 per cent by taking advantage of the free deals offered on Pond's Extract Company's "Vanishing Cream."

Lamont, Corliss & Co., Dept. S., 131 Hudson St., New York City, will send full particulars if you mention the BULLETIN OF PHARMACY.

"THE Allies don't appear to be making much headway in the Gallipoli."

"I suppose not," agreed Mrs. Nurich. "But, then, those savages must be terribly hard to convert."—*Buffalo Express.*

"It is said that my music carries people away."

"Yes; I noticed that you gradually emptied the room."—*Louisville Courier-Journal.*

A STRANDED but still haughty "leading lady" was obliged to put up at a dilapidated country hotel. She glanced frowningly about the office, reluctantly signed the register, and took the brass key from the proprietress.

"Is there water in my room?" she demanded.

"Why, there was," replied the proprietress, "but I had the roof fixed."—*The Craftsman.*

HUNDREDS of men are getting profitable incomes by devoting part or all of their time to the practice of optometry. Scores of druggists are finding it a valuable side-line in their stores.

Optometry is not hard to learn. A knowledge of it may be acquired either by attendance at a college or through taking a college course at home.

The Northern Illinois College of Ophthalmology, Masonic Temple, Chicago, offers both correspondence and attendance courses in this pleasant and profitable profession. For a catalogue or other information address G. W. McFatrach, M.D., President.

A SCOTCH minister in need of funds thus conveyed his intentions to his congregation:

"Weel, friends, the kirk is urgently in need of siller, and as we have failed to get money honestly we will have to see what a bazaar can do for us."—*Tit-Bits.*

Can You
Afford to
Pass Up
A Profit
Like This

?



PROFIT
IN EACH
GLASS

Cherryallen's 28th Big Year

THE ORIGINAL RED TAME CHERRY SYRUP

A Big New Offer for 1916 Only \$15

Cherryallen Syrup Dispenser.
Four gallons Allen's Red Tame Cherry.
One dozen Cherryallen Glasses.

Advertising Helps.

Total list price \$33.75. Special price \$15 00.

Your net profit \$34.20 and the dispenser is yours.

ALSO THREE OTHER BIG OFFERS.

How to Figure Your Profit on Cherryallen.

One gallon Cherryallen and one gallon Simple Syrup (which must be added) makes two gallons Cherryallen ready for the fountain, equals 256 ounces. One ounce to each glass makes 256 glasses. 256 glasses at 5c each equals \$12.80.

LESS COST:

One gallon Cherryallen \$1.80
One gallon Simple Syrup .85
Carbonated Water .15 \$2.30

Net Profit, each gal. Cherryallen \$10.50

256 glasses	\$10 50	.04 26	256	c per glass profit
	10 24			
		26		
		256		

Write To-day for 1916 Literature.
Full Information on Offers, etc.

THE ALLEN RED TAME CHERRY CO.,
1022nd National Bank Bldg., Toledo, O.



CHERRYALLEN
DISPENSER

"ALTHOUGH a small woman, Mrs. Twobble finds no difficulty in making Mr. Twobble toe the mark."

"That's because she's clever."

"How so?"

"She keeps Twobble guessing as to the exact location of the mark and half the time he toes it unconsciously."—*Birmingham Age-Herald*.

THE Bi-Oxol Chemical Co., 94 John Street, New York City, offers to give free, for a limited time, two tubes of Oxynoleum with each order for one dozen of the preparation. The price is \$2.00 a dozen, less ten per cent.

Oxynoleum is an antiseptic, surgical and dermatologic dressing which liberates free oxygen when it



Free with Oxynoleum orders.

comes in contact with the body surface or organic tissues. It is claimed to possess healing, anodyne, antiseptic and stimulant properties. It may be safely applied to any wound.

Oxynoleum is liberally advertised and meets with a ready sale from persons suffering from chronic conditions such as varicose and indolent ulcers, or from various skin affections.

As a special inducement to druggists the Bi-Oxol Company offers to give on initial orders a handsome metal sign which is an effective business stimulator. A reproduction of the sign is shown herewith.

UNCLE JOSH was comfortably lighting his pipe in the living-room one evening when Aunt Maria glanced up from her knitting.

"John," she remarked, "do you know that next Sunday will be the twenty-fifth anniversary of our wedding?"

"You don't say so, Maria!" responded Uncle Josh, pulling vigorously on his corncob pipe. "What about it?"

"Nothing," answered Aunt Maria, "only I thought maybe we ought to kill them two Rhode Island Red chickens."

"But, Maria," demanded Uncle Josh, "how can you blame them two Rhode Island Reds for what happened twenty-five years ago?"—*Kansas City Star*.

A COUNTRY convert, full of zeal, in his first prayer-meeting remarks, offered himself for service. "I am ready to do anything the Lord asks me," said he, "so long as it's honorable."—*Argonaut*.

"WHAT disposition is made of the children of the couple?"

"They will spend six months with the servants of each parent."—*Puck*.

FLASHLIGHTS AS CHEAP AS MATCHES.—It costs no more to operate an electric flashlight than to use matches for the same purpose, according to figures compiled by the American Ever Ready Works, of National Carbon Company, Long Island City, New York. Each Eveready Tungsten battery (for flashlight use) is guaranteed to burn for a certain number of hours, and using this guarantee as a basis, it is found that the average cost of operating an Eveready flashlight is one cent for 600 flashes, of a second each, or for 60 flashes of 10 seconds each.

Now the average one-cent box of safety-matches contains just 60 matches. Each of these will burn for 15 seconds, but when allowance is made for some blowing out and others being used for a second or two only, it is estimated that the average match does not burn longer than 10 seconds. At this figure the cost would be the same as that of using an Eveready Flashlight.

Some of the most popular styles of Evereadys, however, cost a good deal less than this to operate. Take, for instance, the tubular pocket flashlight known as "Eveready No. 2631," in which the battery gives 1200 flashes of a second each for one cent. This size battery costs only one-half as much to use as would safety-matches.

"HIRAM writes that he's been dropped from the squad."

"Lan' sakes," shrieked Mrs. Haymow, "them hazers don't think anything of riskin' a boy's life and limb."—*Buffalo Express*.

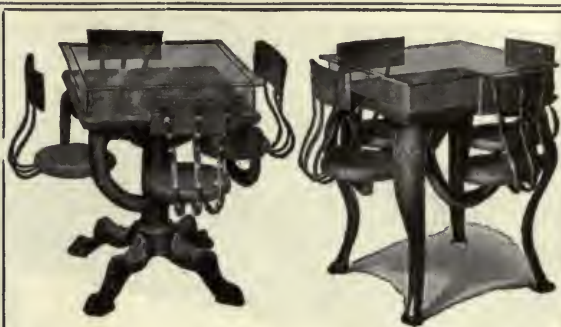
NO NEED to tell customers of the properties of Hanford's Balsam of Myrrh—long continued advertising in many mediums has acquainted the public with the claims made for it.

Hanford's comes in 3 sizes—25 cents, 50 cents, and \$1.00. It is sold by all jobbers and by the G. C. Hanford Mfg. Co., Syracuse, N. Y.

"You say that Jenkins owes everything he has to you."

"Worse! He owes much more than he has to me."—*Boston Transcript*.

A FAIR young girl of sixteen can say, "All my life!" in a more impressive way than can an old man of eighty.—*Puck*.



**Display Top Soda Tables
are a "good buy," because:**

THEY increase sales of sundries.
They provide the finest kind of display space.

They increase serving capacity 15 per cent.

They display goods at the "psychological moment."

They do away with replacing chairs.

They improve the appearance of the store.



Write for This New Book.

We have published a book "How to Make Your Soda Tables Sell as Many Sundries as an Extra Clerk." It covers many sides of the problem of equipment for the soda section. It will interest every druggist, and prove a money-maker to many. You are perfectly welcome to a copy without obligations, except to look it over. Ask for it right away. It contains several "floor plans" and many illustrations.

Use the Coupon.

THE YESBERA MFG. CO.

Office 2288 Albion St.,

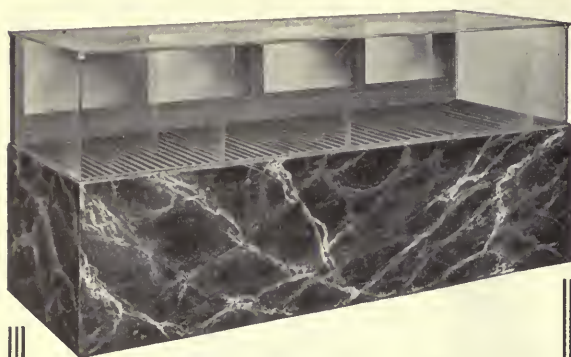
TOLEDO, OHIO.

COUPON

THE YESBERA MFG. CO.,
2288 Albion St., Toledo, Ohio:

Kindly send us, without obligations, printed matter on the items checked.

☐ Aisle Tables
☐ Display Soda Tables
☐ Tooth Brush Cases Name.....
☐ Metal Furniture
☐ Show Cases Address.....
☐ Brush and Comb Cases



Old-time Selling Methods have no more Place in Business than Out-of-date Merchandise.

Modern store service demands modern methods, and the millions which are being spent for New Way equipment are coming back to the merchants in the form of increased business—gained at the expense of those retailers who have not yet changed from the old to the new. We have helped more than 3000 good merchants—shall we tell you how?

New Way Store Architects and Merchandising Experts will gladly discuss your store problems.

GRAND RAPIDS SHOW CASE COMPANY

Largest Manufacturers of Store Furniture in the World

GRAND RAPIDS, MICHIGAN

Branch Factory: LUTKE MFG. CO., Portland, Ore.

Offices and Showrooms:

NEW YORK BOSTON CHICAGO
724 Broadway 114 Bedford St. 316-18 W. Jackson Bvd.

ST. PAUL
315 Jackson St.

ST. LOUIS
1134 Washington Ave.

PITTSBURGH
928 Penn. Ave.

DALLAS
409 Scollard Bldg.

POLICEMAN (to street-player of the tuba): "Say, you gotta cut that out or accompany me."

Musician: "Mit pleasure, ossifer. Und vat are you going to sing?"—*Judge.*

"Well, I made \$2000 this month, enough to pay all my debts."

"What kind of car are you going to buy with it?"—*Harper's.*

SOLD BEFORE IT REACHES YOUR SHELF.—Colorite, for coloring new and old straw hats, needs no introduction to the American public. For the past few years it has been constantly growing in favor until, as one dealer expresses it, "Colorite has developed into a surer spring seller than any blood purifier."

This spring nearly 50,000,000 people will read Colorite advertisements in the leading women's magazines and in newspapers in all parts of the country. The advertising acts as an impetus to send scores of customers to your store.

A special sample assortment, consisting of three dozen bottles of Colorite, is offered for \$6.00. The assortment contains 13 different shades with the more popular colors in the majority. The retail price is \$9.00—a net profit of \$3.00.

With each assortment is packed a number of selling helps which enable the dealer to link his store to the national advertising. The selling helps include:

1. A counter or window cut-out, in colors, measuring 19½ inches in height by 14 inches in width. A girl is shown holding an actual straw hat, made in miniature size, and half-colored with Colorite.
2. A metal sign, 9¼ by 5 inches, made to stand on the counter, or hang on the wall.
3. A window trim lithographed in ten colors showing the various shades of Colorite.
4. Color cards with sample shades on actual straw.
5. Fifty Colorite poster stamps, lithographed in six colors.
6. An ingenious stand, for counter or window display, measuring 11 inches wide by 11½ inches high. It holds six packages of Colorite. Straw braids showing colors are attached to the stand.

The demand for Colorite is sure—the merit of the article and the national advertising guarantee that. To get your share of the business just write to your nearest jobber: "Send at once the \$6.00 assortment of Colorite and dealer helps."

For additional helps or other information address the manufacturers, The Carpenter-Morton Company, Boston, Mass.

"THERE'S no royal road to riches."

"No. Every fellow who wants to travel the straight path is obliged to make long, hard detours through the mud at times."—*Detroit Free Press.*

OBSERVANT KIDDY: "Oh, look at that funny man, mother. He's sitting on the sidewalk talkin' to a banana-peel!"—*Judge.*

"DID Crimson Gulch go dry last election?"

"Completely," replied Broncho Bob. "The candidates treated till there wasn't a drop left in the place. But the town's recovering."—*Washington Star*.

"HAVE you hot air in your apartment?"

"Have we? You just ought to hear the landlord telling what he is going to do for us."—*Baltimore American*.

AN OLD FRIEND IN A NEW DRESS.—Undoubtedly one of the handsomest face powder boxes on the market is the container, here illustrated, recently adopted for Poudre Elcaya. Judged by the commendatory expressions already heard, the new box bids fair to greatly increase the already nation-wide popularity of this product. The box has several distinct points of superiority; its oblong shape is an innovation which makes it an



attractive package to display, closed or open; the folding pouch-top enables the powder to be transferred to other receptacles without spilling; the "pouch" itself is a separate piece which can be lifted out, leaving a pretty box for many dainty feminine uses. Then, too, it must be noted that the new box contains more powder than the old.

"Is YOUR son's professor a strict disciplinarian, Mrs. Nurich?"

"Oh, no. The school is non-sectarian, you know."—*Buffalo Express*.

MISTRESS: "Mary, your young man has such an air of braggadocio about him."

Mary: "Yis, pore lad, he worruks in a livery-stable."—*Dartmouth Jack-o'-Lantern*.

THINKING of marketing a peroxide soap, cream, toothpaste, tooth powder or talcum powder this spring?

Let the Roessler & Hasslacher Chemical Co., 100 William St., New York City, recommend the best formula and quote prices on the proper peroxide to use.

Roessler & Hasslacher peroxides only negligibly increase the cost of products while appreciably increasing their selling powers.

Lots of people go to a clairvoyant to get their minds read when they should consult an osteopath.—*New York Evening Sun*.

Important to Retail Druggists

Seagers Advertising Services

For Wide-Awake

Retail Drug Stores

are bringing in business in every line, all over this prosperous country, as it never came before, and these same services will make business boom in your store no matter where you are located, what your competition, or what kind of business you want to go after.

Sign and Mail at once the coupon below and Learn about

Seagers Big Successful Drug Store Services

Only One Druggist in any locality can get them.
Don't let your competitor get ahead of you.

Seagers Silent Salesman Show Card Service

is the one satisfactory answer to the often and earnestly asked question "How can I sell my customers more goods?" These Silent Salesmen Show Cards will sell goods every hour of the day that people can get into your store. They are the strongest business-building help you can get and nearer to the real live business-getting sales clerks than any advertising that has ever been produced. This service consists of a beautiful set of Five Solid Brass Show Card Fixtures (Nickel if you wish) and every month Forty different Silent Salesmen Show Cards. It completely covers every selling need in every Drug Store. There is nothing else quite like it in all the country. Its cost is less than 10c a day. Only one Druggist in any locality can get it.

Seagers Advertising Schedule

is a real Personal Advertising Helper that plans and builds and reaches out everywhere for new business for you. Gets business you never thought of before. Keeps your store a leader in your locality as it puts you in touch with the latest and best in ideas and plans for your Advertising, for buying, for selling, for store and window trims, and furnishes you all the ideas and copy for Newspapers, Cards, Circulars, Letters; besides, you get all the extra special help you want for any advertising proposition or to overcome any emergency. Costs **FREE** you less than seven cents a day. Only one druggist in any locality can get it.

Seagers Illustrating Service

is specially designed for Druggists who wish to illustrate their advertising with real illustrations of the goods they have to sell—quite different from anything ever offered before. It makes your advertisements stand right out because it shows your goods as they really are in your store. It costs less than seven cents a day, and only one druggist in a locality can get it.

FREE Sample Advertising Balloon with Patent Air-retaining valve (does not need tying), and Seagers Business Boosting Scheme, "How to Double Your Business with a Balloon Day." Free to Retail Druggists everywhere. Puts you under no obligation.

Seagers Advertising Co.,

Drug Store Advertisers.
Exclusive Services.

B.P.
2-16

1367 Broadway,

NEW YORK,

N. Y.

We are interested in
the Services marked **X** below
for exclusive use in our locality.

Silent Salesmen Show Card Service

Advertising Schedule

Illustrating Series

NAME

TOWN

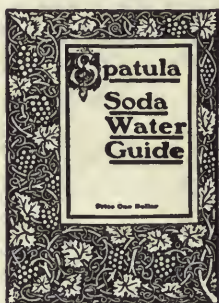
STATE



Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for subscribers of the *SPATULA*. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us \$1.00 (Foreign 5/6) for a new subscription to the *SPATULA* and will ask for it, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, \$1.00 (Foreign 4s.); with *SPATULA* 1 year, \$1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½x7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with *THE SPATULA* 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with *THE SPATULA* 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for *Spatula Soda Girl* in colors on card-board, sample copy of *Spatula* and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

LATEBOY: "Good night, Miss Cayenne. I'll be going now. Had a most pleasant evening."

Miss Cayenne (drowsily, at 1 A.M.): "Ah, yes. You called last evening, didn't you?"—*Judge*.

"I SUPPOSE you have high ambitions for your boy?"

"Well, I wouldn't say that exactly, but I do hope that he won't turn out to be the male assistant to a female dancing teacher."—*Detroit Free Press*.

A GENERAL ADVANCE PROBABLE.—According to a report issued by the secretary of the National Commercial Fixtures Association, this industry has shared in the general conditions which have seriously affected all materials which enter into the cost of manufacture.

In some instances these figures show a marked advance and are quite out of proportion to general advances in other lines. A very interesting table of approximated advances is here given.

This table is made up of the figures tabulated from the cost sheets of various members of the Association, so that it can be relied upon as a general statement, rather than representing conditions as applied to any particular manufacturer:

Advance on plate glass.....	33½	per cent.
Advance on window glass.....	22½	" "
Advance on cold rolled strip steel.....	28	" "
Advance on hot rolled strip steel.....	25	" "
Advance on lacquers	10	" "
Advance on wood screws.....	10	" "
Advance on cast iron.....	20	" "
Advance on bone dry shellac.....	25	" "
Advance on denatured alcohol for cutting shellac....	40	" "
Advance on stain powders.....	50	" "
Advance on bails for factory.....	45	" "
Advance on belting	40	" "
Advance on lumber	10 to 15	" "

Interviews with the various manufacturers indicate that a readjustment of prices is inevitable, and while, so far, no definite action has been determined upon, it is generally agreed that this adjustment will soon take place.

Many of the items mentioned in the foregoing table are very uncertain, as some of the leading manufacturers of these materials are not making further quotations.

In many instances their product is bought up for a considerable period in advance. This brings about a situation to which equipment manufacturers will necessarily be forced to adjust themselves immediately, and which will, therefore, have an effect upon the store equipment manufacturing proposition in general.

THE TOMBSTONE MAN (after several abortive suggestions): "How would simply, 'Gone Home' do?"

Mrs. Newweeds: "I guess that would be all right. It was always the last place he ever thought of going."—*Puck*.

SHE: "What's his penchant?"

He: "Antiques."

She (glaring through lorgnette): "Is that one of them with him?"—*Judge*.

ABNER: "Well, Jay, how d'ye like it up t' the city?"

Jay: "Aw, it was all right enough most ways, but what bothered me most was tryin' to look at everybody I met on the street."—*Puck*.

"I wish you'd tell Jinx that I have sworn off drinking."

"But you haven't."

"I know it, but if he thinks I have he'll ask me to have a drink."—*Houston Post*.

HOLDING ONTO THE BRUSH AND COMB SALES.—A wholesaler of wide experience—a man who ought to know—says that drug stores are selling fewer brushes and combs than previously and that the business is going to the dry goods and department stores. He believes this is largely because the latter stores make a better display of this kind of merchandise. He holds that people buy these articles only when the goods are brought forcibly to their attention.

If any of our readers find that they are losing out on this class of merchandise they will undoubtedly be interested in the new case manufactured by the Yesbera Mfg. Co., 2292 Albion St., Toledo, Ohio. This case is specially designed for the display of brushes and combs, placing them right in view of the customers. The case is a low-cost one and will take the place of the more expensive large show case which is better adapted to showing articles of greater size. The sanitary features of this case also appeal to many.

It may be well to "check up" your sales of combs and brushes, and then if you believe one of these cases will help you, to send for a circular and find out more about them.

LITTLE MAN: "Pardon me, madam, you're on my feet."

Big Woman (who wants a seat): "Yes, and if you don't get busy and stand on 'em yourself I'll continue to stand on 'em for you!"—*Judge*.

THE goldfish thinks nothing of a trip around the globe.—*Boston Transcript*.

"WINTER conditions within the fountain all the year round" is the way the Puffer Manufacturing Company describes the effects of the refrigerating apparatus in its 1916 "sealed" soda fountain.

A catalogue telling all about Puffer sealed-construction soda fountains—made of stone, metal, vulcan and cork—will be sent to you by the company if you mention the BULLETIN. The address is 51 Portland St., Boston, Mass.

"I TRUST we shall make you feel quite at home," remarked the hotel manager.

"Don't you try it," expostulated the married man. "I'm away for a good time."—*Judge*.



DETROIT

800 Rooms 800 Baths
Rates from \$122 a day
200 room addition building



BUFFALO

450 Rooms 450 Baths
Rates from \$122 a day



CLEVELAND

700 Rooms 700 Baths
Rates from \$122 a day
300 room addition building

Comfortable

You'll be comfortable—bodily and mentally—in a Hotel Statler, so far as it is in the power of a hotel to make you so.

Comfort isn't wholly a matter of a good bed, easy chairs, restful surroundings and cleanliness. At a Hotel Statler you get those things—at their best—and you also get a service that keeps your comfort in mind. Further, it is an efficient service, that relieves you of petty worries about telegrams or laundry or baggage or callers.

That service is for every guest, whether he spends \$1.50 or \$20 a day.

A good bed in a clean, light, pleasant room; a private bath-room; circulating ice-water; a well-stocked writing desk; a morning paper before you wake; cheerful restaurants, serving good food; extra-comfortable lounging rooms—these things are but the background of that complete, courteous interested service which we call Hotel Statler Service.

You get more for your money—unquestionably—at a Hotel Statler. Ask anyone who has ever stopped with us.

**HOTELS
STATLER**
BUFFALO - CLEVELAND - DETROIT



Will you accept a roll of shop labels printed with your name and drug card in two colors?

SEND us 15c merely to cover the cost of handling and mailing and we will send you a roll of blank shop labels printed with your drug card in two colors. The roll will be perforated and enclosed in a cardboard case.

This offer is made to Druggists who are now using ungummed labels and to Druggists who are not acquainted with the advantages of the McCourt Label Cabinet and Roll Label Service.

If you are using an ungummed label and a paste pot and think that gummed labels cannot be used in your climate, take advantage of this offer and let our labels prove our statements.

We have an interesting proposition for the Druggist about to start in business as well as for the Druggist long established in business.

As for our two new catalogs. One book describing the McCourt Label Cabinet and the other book a complete catalog of labels, pill and powder boxes, cartons, prescription blanks, drug envelopes and printed supplies for the drug store.

We offer you all the service a printer of flat labels can offer and more besides.

We maintain a money-saving pill and powder box service for McCourt customers—another reason for writing us.

McCourt Label Cabinet Co.

47 Bennett St., Bradford, Pa.



"AND you really love me for myself alone?" she sighed.

"Yes, darling," he confessed, and then, as an afterthought, added, "You know, you don't show up very well in a crowd?"—*Buffalo Express*.

HE: "Wouldn't you like to take a walk through the park with me?"

She: "But I don't know you!"

He: "Well, what you don't know won't hurt you."—*Siren*.

CATCHING THE AUTOMOBILE TRADE.—Did you ever wonder where all of the gasoline came from to supply the millions of automobiles in this country to-day? Did you ever stop to think of the enormous increase in the demand for gasoline occasioned by the thousands of new cars turned out by manufacturers each year?

These are not idle questions; they point the way to a new source of revenue and profit. Gasoline has always been essentially a drug-store line, and there is no reason why druggists should not sell it by the gallon as well as by the ounce.

A proposition well worth the most careful consideration of any druggist is contained in the full-page announcement of the Wayne Oil Tank and Pump Company, elsewhere in this issue of the BULLETIN. This company is the largest manufacturer of gasoline tanks in the country, making a specialty of curb tanks and pumps used for supplying automobiles with gasoline.

The advertisement of the company points out the fact that thousands of automobiles pass your door every week, and that hundreds would stop to buy gasoline if you were prepared to supply the demand. Then, too, while a machine is standing in front of your door, it is quite likely that its occupants will patronize the soda fountain, cigar stand, or other departments of your store.

It will pay you to carefully read the announcement of the Wayne Oil Tank and Pump Company and take immediate action on this first-class proposition so as to be ready for the height of the automobile season. Clip the coupon and mail it to the headquarters of the company, 12 Canal Street, Ft. Wayne, Ind., for full particulars about Wayne Tanks and Pumps, together with data regarding the volume of business possible to obtain through the sale of gasoline to automobilists.

TOM: "Is it true that you proposed to Alice and were rejected?"

Jack: "Not exactly rejected—she said when she felt like making a fool of herself she'd let me know."—*Boston Transcript*.

APPLICANT: "I've got a head full of ideas, sir, that would come in handy in the management of your business."

Boss (to nearby clerk): "Here, Jack, take this chap down to the unloading department."—*Judge*.

"I WONDER who it is that puts up the price of meat?"
 "That's easy. The man who wants to get it."—*Boston Transcript*.

REGARDING THE DYE STUFFS SHORTAGE.—The following letter, issued by the well-known house of Wells & Richardson Co., Burlington, Vermont, manufacturers of Diamond Package Dyes, and sent out to the wholesale trade, will prove interesting to every retail dealer:

"You are undoubtedly aware of the tremendous scarcity of materials for the manufacture of dyes at the present time—this being due to the fact that prior to the European war the greater part of the materials entering into the manufacture of dyes were imported from Germany.

"About March, 1915, a strict blockade was established against the importation of any of these goods from Germany. Fortunately, we had a large stock of materials on hand at that time. In fact, to date—although it is nearly 16 months since the war began—we have so far been able to fill practically all orders for every color in Diamond Dyes. This has been accomplished in many instances at a great loss to ourselves, owing to the extreme prices which we have been obliged to pay for certain materials.

"Diamond Dyes have been sold to the American women, through their retail dealers, for household dyeing for over 30 years, and have become one of the leading standard articles sold by retail dealers.

"We are very anxious to have our friends in the wholesale and retail trade in the position of being able to fill orders for Diamond Dyes, and as far as lies in our power we intend to see to it that they so continue at no increase in cost to either the wholesaler, the retailer, or to the woman purchaser.

"We find that, owing to the scarcity in dye materials, many manufacturers who formerly purchased their supplies of dyes from importers and others, and who never, up to this time, have used package dyes, are now trying to obtain supplies of package dyes for their own use.

"You can readily see that if we were to attempt to supply manufacturers with dye material or with Diamond Dyes directly or indirectly, we would shortly be unable to supply the regular demand from the household user—which is the demand that Diamond Dyes were placed on the market to supply.

"Under these circumstances, we have thought best to call the attention of our friends in the wholesale trade to the situation; and while we shall try in every way to supply the requirements demanded by the retailer, and women users of dyes for household dyeing, we shall, in cases where we find the wholesaler is purchasing in excessive quantities, be obliged to decline such orders.

"We look to the wholesaler to try and regulate his sales, so that Diamond Dyes may be sold through retailers for the use of the household dyers; and this is our reason for writing you at this time."

'Tis a brutal sport at best! "Marriage Results From Football Game," says a headline.—*Buffalo Express*.

Light Your Store The New Way!



Increase your evening sales of both luxuries and necessities by having a bright, cheerfully lighted store. Investigate the new beautiful, decorative

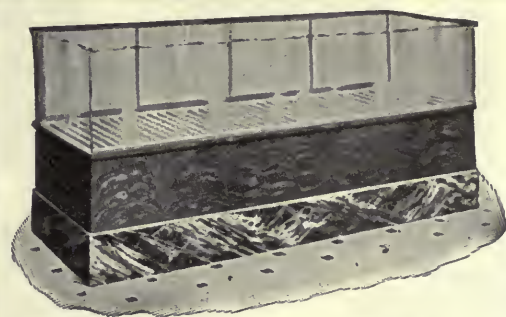
"SUN" LAMPS DIRECT AND SEMI-INDIRECT

for use with the convenient Sun Hollow Wire System. They place modern, artistic business—bringing illumination within the reach of all! Anyone can install and operate this system. Cheaper than gas, electricity, kerosene or acetylene. Pays for itself many times in increased business. First semi-indirect fixtures to use gasoline. Styles for gas and electricity also.

Write for the Free "Sun" Light Book (fully illustrated); liberal terms to agents, special premium offers, etc.

SUN LIGHT CO.

1611 Market St.
CANTON, OHIO.



Are You Thinking of Putting in New Show Cases?

If you are, we would like to talk with you about it, for this is a subject which we have studied carefully for many years.

We believe that the test of a show case is exactly the same as that of an advertisement—it must sell the goods.

Are you in the market, or likely to be? Then Catalog 22 will serve to introduce us. It's a book compiled out of our years of experience in making show cases that sell goods.

QUINCY SHOW CASE WORKS

QUINCY
PITTSBURGH, PA.:
949 Penn. Ave.

WICHITA, KANS.:
301 Beacon Building.



ILL.
JACKSONVILLE, FLA.:
116-118 E. Forsyth St.

OKLAHOMA CITY, OKLA.:
208 N. Robinson Ave.

DALLAS, TEXAS: 406-408 S. Lamar St.

**PRAT-DUMAS
FRENCH
FILTERING PAPER**



**We are the sole
agents for U.S.A.
for this famous
brand, and you can
be sure of obtain-**

**ing the original-
genuine by
looking for our
blue guarantee
stamp.**



**SOLE AGENTS
E. FOUGERA & CO., INC.
90 BEEKMAN ST., NEW YORK
INSIST ON THE GENUINE**

ARE you obtaining your share
of Profits on the sale of
Mineral Oil—universally en-
dorsed for constipation and kindred
ills?

HYGINOL MINERAL OIL



is a super-refined, pure
white oil of the first qual-
ity, U. S. P. Standard.

Send us your order for
1 doz. 16-oz. bottles at
\$8.00, delivered.

Ask for our price list on
the Paragon Products and
interesting booklet, "What
the Paragon Trade Dis-
count Coupons Mean to
You."

The Berlin Laboratory, Ltd.

373 Fourth Ave.,

NEW YORK.

ORIGIN OF "DOPE."—There is probably not one man in ten thousand who lets the word "dope" fall so trippingly from his tongue who knows the origin of that slangy but useful term. Though originally applied only to the drug of the opium-smoking fiend, in almost every calling it has come to mean the essential factor or material essence of anything done or said as well as the influencing cause whereby one achieves success over another.

"What is your dope on that story?" asks the city editor of a reporter, just in from gathering news, meaning to ask what are the live facts discovered.

"What dope did you use on the court?" asks one lawyer of a "brother in law" who has just had a decision rendered in his favor, meaning "What vital argument or influence did you use?"

"The word is of Chinese origin, and a vicious one at that," said an old resident of San Francisco to a *Star* man. "Years ago San Francisco was full of opium-smoking joints run by Orientals from China. These were patronized by many of the depraved white men of the city. Now, Chinese is a monosyllabic language; that is, there is no word with more than one syllable. Accordingly, when a Chinaman learns English he is prone to pick out the emphasized syllable of a word and let the rest of it go by the board."

"When a white man would enter one of the opium-joints the Chinese proprietor would step up and ask, 'You want ope?' the word 'ope' being the Chinese pronunciation of the English word 'opium,' formed by emphasizing the first syllable and abandoning the rest of the word. This was understood by the would-be opium smoker as 'dope,' owing to the liquid running together of the two words, 'want' and 'opium.' Accordingly, the little pill that brought the funny dreams was spoken of by the initiated as 'dope.' As a confirmed opium smoker was utterly useless without his whiff, and had the sense of unlimited power of accomplishment when under the influence of the drug, the term came in time to mean that which gave or brought about the ability to accomplish—that is, the essential factor in words or deeds, the sense in which it is so commonly used to-day."—*Washington Star*.

"WHY are you asking me for help? Haven't you any close relatives?"

"Yes. That's the reason why I'm appealing to you."
—*Birmingham Age-Herald*.

SIMPSON gallantly escorted his Boston hostess to the table.

"May I," he asked, "sit on your right hand?"

"No," she replied, "I have to eat with that. You'd better take a chair."—*Dallas Post*.

"MR. JAGGS never opened his mouth while his wife was entertaining her guests the other night."

"Oh, yes, he did several times."

"I didn't hear him. What did he say?"

"Nothing. He yawned."—*Baltimore American*.

"Don't talk about my daughter's working. She has a calling."

"What is it?"

"She's a telephone operator."—*Baltimore American*.

CHARLES O. LEE, for two years in charge of the work in botany and materia medica at the Medical College of Virginia, has accepted a position in the Pharmacy Department of Purdue University. Philip F. Fackenthall, who for some years was assistant to Professor Kraemer of the Philadelphia College of Pharmacy, has been elected to fill the place made vacant by Mr. Lee's resignation.

"THE man who doesn't know when he is whipped has my admiration."

"Mine, too," replied Broncho Bob; "unless he's one of the kind that thinks they're still fightin' when they're only hollerin'."—*Washington Star*.

THE New England distributors of the Walrus Mfg. Co.'s products report the sale of an entire drug store outfit, including soda fountain, to Sumner T. Oaks, Foxcroft, Maine, who will soon open a modern and up-to-date drug store.

The Walrus Company has completed a contract for fixtures for the new Macon County Hospital which is to be opened this month at Decatur, Ill. The fixtures consist of a hospital drug-store outfit, morgue coolers, refrigerator equipment for the kitchens, and many other fixtures such as are used in the present-day modern hospital.

LIFE.

CHAPTER I.

"Glad to meet you."

CHAPTER II.

"Isn't the moon beautiful?"

CHAPTER III.

"Oozum love wuzum?"

CHAPTER IV.

"Do you—"

"I do—"

CHAPTER V.

"Da—da—da—da!"

CHAPTER VI.

"Where the samhill's dinner?"—*Chaparral*.

"SNORING, my dear, is the sign of an easy conscience."

"Hubby, there are times when I wish you weren't so contented with your past career."—*Detroit Free Press*.

A REMINDER: Specifying "Merck's" on orders for chemicals insures the satisfaction of physicians.

DOCTORS O. K. KONDON'S

Each druggist serves several doctors. And—35,000 druggists approve and profit by

KONDON'S
CATARRHAL JELLY

As to how many doctors boost this 25-year-old remedy, can hardly be estimated. However, this letter from a physician (name on request) might help in a guess.

Kondon Manufacturing Co.,
Minneapolis, Minn.
Gentlemen:

While attending the State Medical convention here I was told of the good results that have been effected with your JELLY, and would thank you for a sample.



CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.
Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway



A Incompatibilities

BETWEEN a combination of quinine with aspirin and ordinary corks with prescriptions, there is a pertinent parallel. The first is physically injurious, while the second, in like degree, is detrimental to the prestige of your prescription department. Because of this

CIRCLE A CORKS

The Standard Prescription Corks of America

are as necessary to the professional end of your business as are clean, well-printed prescription blanks to the doctor. Circle A's really cost so little more, that the satisfaction of using them, not to mention the psychological effect on customers, greatly overbalances the slight difference.

A sample package of 100 regular length Circle A Corks in sizes from 2 to 6 will be mailed, postpaid, for twenty cents in coin or stamps.

Sold by wholesale druggists everywhere.

Armstrong Cork Company

113 Twenty-third Street
Pittsburgh, Pa.



OLD DAME; "You've had two penn'orth of sweets, my little man, but you've only given me a penny."

The Little Man: "Yes, but farver says one penny's got to do the work of two in war-time."—*Punch*.

"PAW, what's it mean 'burning the midnight oil'?"
"Joyriding, my son."—*Buffalo Express*.

By giving away a complete goldfish aquarium with every 50-cent purchase, many druggists are giving a decided impetus to their business. But best of all these business stimulators cost the druggist practically nothing; he gets his money back from the sale of fish food necessary for the sustenance of the goldfish.

Here is a specimen of the cost of goldfish to the druggist: for \$17.80 he can obtain 144 24-oz. fish globes, 288 medium-sized goldfish, and 144 boxes of fish food. The fish food alone brings in \$14.40—almost the cost of the entire outfit.

J. J. Wade & Co., Toledo, Ohio, will supply the foregoing outfit and tell you how alert druggists make the goldfish pay for themselves and bring much new trade. Now is a good time to write for particulars of the Wade goldfish combinations.

"How are your daughter and her husband getting along?"

"Very well. We haven't been over to see them lately."—*Detroit Free Press*.

"As I understand it, you lecture on the subject of peace at any price."

"No. My rates are \$200 per lecture."—*Louisville Courier-Journal*.

BIG SPACE advertising in the newspapers of 200 representative cities is creating a lively demand for Nujol, the pure white mineral oil used in the treatment of constipation.

This advertising is directing the public to look for the product in local drug stores. To connect up with the advertising and make it earn money for you is easy. A postal card addressed to Dept. 29 Standard Oil Co., Bayonne, N. J., will bring a complete Nujol window display that is bound to make sales. A postal card request will start the display on its way.

"THE Bible tells us we should love our neighbors," said the good deacon.

"Yes, but the Bible was written before our neighbors lived so close," replied the mere man.—*Philadelphia Record*.

"WHY didn't you appeal to his better self?"
"I would have, but she was downtown shopping."
—*Buffalo Express*.

ATTRACTIVE DISPLAY

**THE MOST ESSENTIAL
POINT IN MODERN
MERCHANDISING**



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

"Was there much mourning in society among the girls when the catch of the season was engaged?"

"Well, all the belles were told."—*Baltimore American*.

SUNDAY SCHOOL TEACHER: "You must grow up to be good. Don't you want to be looked up to?"

Little Emma Wayup: "No; I'd rather be looked around at."—*Judge*.

ANTIPHLOGISTINE PRICES REVISED.—Owing to a decided advance in cost in nearly all of the ingredients of Antiphlogistine, the Denver Chemical Mfg. Co. has been compelled to revise its list and advance the price of Antiphlogistine to the jobber and to the retailer. The following change in prices to the trade became effective January 1, 1916:

25c size	from \$ 2.00 to \$ 2.50 per dozen.
Small size	4.00 to 5.00 " "
Medium size	6.00 to 7.50 " "
Large size	10.00 to 12.50 " "
Hospital	20.00 to 25.00 " "

Terms and discounts same as heretofore.

In order, however, that the retailer might not be obliged to suffer any considerable loss in profit the retail prices have been revised as follows:

\$0.25 size	\$0.30
.50 "60
.75 "90
1.25 "	1.50
2.00 "	3.00

Those druggists who are fortunate enough to have quite a stock of Antiphlogistine on hand, purchased at the old prices, should not hesitate to charge the revised prices for it, as they cannot, of course, replace it at the old figures.

HOKUS: "I can always tell a woman who takes things just because they look cheap."

Pokus: "How?"

Hokus: "Simply by looking at her husband."—*Judge*.

"WHERE'S that hotel that used to advertise, 'All the Comforts of Home for One Dollar'?"

"Busted up. The hotel opposite put up a sign: 'None of the Discomforts of Home for Two Dollars.'"—*Boston Transcript*.

50,000,000,000 flies will be caught this year by Tanglefoot, the non-poisonous fly destroyer.

You can "do your bit" in this war of extermination by ordering a supply of Tanglefoot from your jobber to-day and letting customers know that you have it.

"My first wife said if I married again, she'd dig her way out of the grave and haunt me."

"But you did marry again."

"Yes, but I buried her face down. Let her dig!"—*Chelsea Times*.

Here's Your Chance Mr. Druggist



For over a year Farm and Poultry papers have preached the beneficial effect of sour milk on the digestive tracts of little chicks. Poultrymen and farmers wanted to follow the advice, but couldn't get clean, sanitary buttermilk and get it regularly.

Conkey's Buttermilk STARTING FOOD

contains all the valuable digestive and food elements of good buttermilk—less only the water. And it's mixed with a balanced ration of clean, wholesome grain—just right for little chicks. It's a complete food for the first three weeks—the critical time of a chick's life—and should be fed exclusively. Cost is less than one cent per bird.

Conkey's Buttermilk Starting Food is being featured in the leading Poultry Journals. Poultry keepers are busy thinking about it and planning for the hatches that will soon be here. It will sell big and you will cash in on it—if you have it when the call comes.

Drop us a card. Just say "Tell me more about Conkey's Buttermilk Starting Food and how you will help me sell it."

THE G. E. CONKEY CO.,

5007 Conkey Bldg.,

CLEVELAND, O.

PARENTS

Prepare your sons and daughters
to earn Good Incomes.

OPTOMETRY

gives light but profitable employment. Thousands of good openings for our graduates.

Write for Catalogue.

Correspondence and Attendance
Courses.

**Northern Illinois College of
Ophthalmology,**

G. W. McFatrigh, M.D., Pres.

Masonic Temple. CHICAGO, ILL.



Publicity Pulls Patronage

Every day hundreds of people in the locality of your store are seeing PLUTO advertising; they're hearing about PLUTO WATER from their friends, and their physicians are recommending its use. Get busy! Link up with this publicity and see how easy it is to increase your patronage, and incidentally, your profits. Order a stock of PLUTO WATER, place our attractive display in your windows—and watch your sales take a jump.

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana

EASY TO SELL

Because it is a reliable, quick-acting Laxative that is pleasant to take and has no bad after effects.

EX-LAX

The Sweet Chocolate Laxative

has become a self-selling staple that makes satisfied customers and allows the Druggist a handsome profit.

EX-LAX MANUFACTURING COMPANY

29-31 DeKalb Avenue

Brooklyn, N. Y.

CHICAGO OFFICE:
208 N. 5th Ave.

SAN FRANCISCO OFFICE:
1119 Fillmore Street.

THE El Paso Country Retail Druggists' Association, of El Paso, Texas, recently sent letters to Texas representatives and senators at Washington urging the passage of the Stevens Bill.

CONVENTION OF GRAND RAPIDS SHOW CASE COMPANY.—The third annual sales convention of the Grand Rapids Show Case Company was held recently in the general office of the company at Grand Rapids, Mich. There were fifty salesmen present, including representatives from practically every State in the Union.

One of the interesting features in connection with



In attendance at the convention of The Grand Rapids Show Case Co.

the convention was the general review of improvements in the company's products outlined by Vice-President W. K. Williams.

The salesmen were given help on merchandising problems through exchange of ideas and by addresses. Among the outside speakers were John E. Hengerer, general manager of the Spring Dry Goods Company, of Grand Rapids, who gave a very interesting talk from the merchandising view-point of a salesman.

S. D. Young, president of the company, outlined the business situation for the coming year, and gave the salesmen many interesting facts regarding the renewed prosperity and renewed activities of the business world.

MRS.: "The Bibingtons are coming to-night."

MR.: "I suppose little Johnny will come, too; he didn't finish carving his initials on the piano last time."

—*Plain Dealer.*

IN 1915 the Underwood typewriter repeated a success it had achieved for nine years by winning in open competition the one thousand dollar trophy cup awarded for typewriter speed, accuracy and stability.

That's one of the reasons why the manufacturers say the Underwood is "the machine you will eventually buy." Additional reasons may be obtained by asking the Underwood Company, Underwood Building, New York City, for literature and full particulars.

"I HAVE a dreadful row every time I ask my husband for a little money."

"Your system is all wrong, my dear. Ask him for a lot of money. Then he'll be glad to compromise on a little."—*Louisville Courier-Journal.*

TEACHER: "Now, children, what is it we want most in the world to make us perfectly happy?"

Bright Youngster: "The things we ain't got."—*Boston Transcript*.

SHE: "Couldn't you tell me what kind of work my brother is suited for?"

He: "He'd make a good stage-hand at a moving-picture theater!"—*Philadelphia Evening Ledger*.

YOU WILL WANT THIS BOOKLET.—The latest booklet issued by the American Soda Fountain Company of Boston is a unique publication in the shape of a calendar and memorandum book of "100 Snapshots" of Innovation soda fountains installed all over the country. This company informs us that it has mailed about 100 000 of these books to the trade, and we suggest, if you have not received your copy as yet, that you write to the company at once.

There are shown 100 snapshots of fountains installed in as many different stores. The fountains represent nearly every class of trade—druggists, confectioners, department stores, restaurants, theatres, ladies' tailors, soda stands, bakers, caterers, fruit stores, cigar stores, 5 & 10 cent stores, dance halls, amusement gardens, grocers, stationers, bookstalls and sporting goods stores. There seems to be no limit to the lines of business that can operate soda fountains successfully.

The company calls our attention to the large number of Rexall druggists shown, and also to the United Cigar stores, chain stores, 5 & 10 cent stores and Greek confectionery establishments.

Soda fountains are equally profitable, as is well known, in the financial sections as in the shopping districts. Experience has demonstrated that there is great opportunity for the installation of soda fountains in large office buildings.

In the booklet all styles of fountains are illustrated—long, short, square, island, and special, with clear counter service or with draft arms. The book is unique in that the illustration of every fountain is of the same size, although the fountains themselves range from 6 feet in length to those of 110 feet in the large department stores.

This booklet is particularly interesting and has many items of personal interest to the storekeeper. A postal card addressed to the company will start a booklet on its way to you.

"EUROPE used to set the fashions for the world."

"Yes," replied Miss Cayenne; "but the fashions of one decade become the horrible examples of the next."—*Washington Herald*.

"I UNDERSTAND he inherited a fortune?"

"Yes, he was his rich uncle's only heir."

"I thought so."

"What do you mean?"

"Nobody who had more than one heir to choose from would have picked him to leave all his money to."

—*Detroit Free Press*.

THE EMERSON PNEUMATIC HAIR BRUSH

A GOOD
MONEY
MAKER
FOR
YOU



Cools the Head
Light and Durable
Absolutely Sanitary
Creates a Healthy Scalp
Recommended by Physicians

Sold by Leading Jobbers throughout
the United States. Send for Samples
and Price Lists.

H. P. EMERSON & CO.,

33 Kingston St.,

BOSTON, MASS.

Ask Your
Jobber for
Prescription



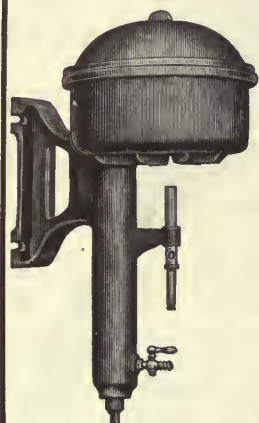
CORKS



MANUFACTURED
BY

**R. W. McCready
Cork Company,
CHICAGO, ILL.**

DISTILLED WATER



AT

2c Per Gallon

Guaranteed By

STOKES

AUTOMATIC

WATER STILL

Price Only \$18.

F.J.Stokes Machine Co.

PHILADELPHIA, PA.

Prescribed by the Medical
Profession for 35 years.

BENGER'S

Reg. U.S. Pat. Off.

Food.

*For Infants, Invalids,
and Aged Persons.*

☐ The only food containing the
natural principles of self-digestion.

☐ *Benger's Food is consistently
advertised to the U.S. medical pro-
fession. It is sold throughout the
world in sealed tins.*

*Druggists' sample, with literature,
mailed free. Showcards and advertising
material on application to*

BENGER'S FOOD Ltd., 92, William St., NEW YORK.

(Headquarters—MANCHESTER, ENGLAND)

Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

80 U.S.

"I HAVE destined my son eventually for the bench."
"Then if he is to sit on the bench, I think you had
better caution him about standing so much at the bar."
—*Baltimore American.*

"WHAT makes that orator walk across the stage
several times before he begins to speak?"

"I guess that is a pre-amble to his remarks."—*Balti-
more American.*

"BOARD QUESTIONS ANSWERED" is not a quiz-
compend. A study of it will not enable a prospective
candidate to acquire "poll-parrot" answers to questions
asked by board examiners. It will, however, enable
a student who has already had an adequate course in
pharmacy to brush up his knowledge on the subjects,
and show him in a general way what sort of questions
he will be asked in the examining room.

The book contains complete sets of examination
papers used by boards of pharmacy in the leading
States and gives careful and thorough answers to all
the questions.

If you contemplate going before the State board the
book will help you "freshen up" your knowledge of
pharmacy. The price is \$1.50, and for that sum E. G.
Swift, P. O. Box 484, Detroit, Mich., will send you
a copy, post-paid.

"THIS is fine growing weather!" triumphantly stated
honest Farmer Jolly.

"What is that to me?" snarled J. Fuller Gloom, the
vile and venomous pessimist. "I've got my growth."—
Judge.

"In the old days doctors used to bleed patients for
most of their diseases."

"They still do, my boy, they still do."—*Detroit Free
Press.*

TO DEMONSTRATE how easily, quickly and accurately
you can make a permanent milk of magnesia, the
Keasbey & Mattison Co., Ambler, Pa., offers to send a
liberal sample of Mattison's Magna Magnesia (calcined)
upon receipt of ten cents.

Mattison "Magma" becomes colloidal upon the addi-
tion of water. It meets every U. S. P. requirement.
And it costs only about $\frac{1}{4}$ of the price that is charged
for ready-prepared milks. Jobbers supply it in pound
packages.

"Is HE a good golfer?"

"What do you mean? Does he play proficiently, or
does he refrain from swearing when he makes a bad
shot?"—*Detroit Free Press.*

AUTOMOBILE SALESMAN: "I appeal to you as a
woman of taste and judgment; the static lag of the
motor is as the square of radius impulse."—*Puck.*

A GENTLEMAN farmer tells of a city lad who once worked for him.

The lad was called one winter morning before dawn and told to harness the mule to the dearborn.

The lad was too lazy to light a lantern, and in the dark he didn't notice that one of the cows was in the stable with the mule. The farmer, impatient at the long delay, shouted from the house:

"Billy! Billy! What are you doing?"

"I can't get the collar over the mule's head," yelled back the boy. "His ears are frozen."—*Collier's Weekly*.

"At the time the accident occurred she was motor-ing with her cousin and had stepped out of the car and was standing on the road when another car swept by, striking her. She received a compound fracture of the left thigh and two broken ribs on the left side. The attending physicians pronounce her condition satisfactory."—*From the New York Times*.

MENNEN ANNOUNCES NEW NET PRICES LIST.—Real-izing that the bonus or "free deal" has so often been misleading as to the exact cost of goods, the House of Mennen announces the elimination of all bonuses or free-goods deals, effective January 2, 1916.

Hereafter the Mennen price list will have all prices clearly indicated, being marked net. The druggist will have a clean-cut statement of the absolute net cost of the goods in various quantities. There will be no price variations due to seasonable offers, the presence of the salesman on the territory, or other factors. The customers will know exactly what he is paying for the goods and will not have to tie up money at inconvenient times in order to take advantage of special inducements in the shape of "free-goods" or "bonus" offerings.

A new Mennen price list, together with a booklet entitled "Taking the Bunk out of Bonus" and a leaflet telling what the House of Mennen intends in regard to the 1916 Stamp Tax have been mailed to every druggist. If it happens that you haven't received them, write to the House of Mennen, Newark, N. J., for additional copies.

Ad in a New York paper: "Wanted—Bookkeeper and salesman. Must have one leg shorter than the other."

We were about to telephone this opportunity to a friend, when we suddenly remembered that what he had was one leg longer than the other.—*Boston Transcript*.

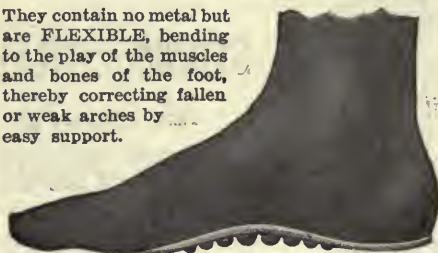
FIRST COSTER: "Well, poor old Bill's gone."

Second Coster (scornfully): "Poor, indeed! Luckiest bloke in the market. Couldn't touch nuffink wifout it turned to money. Insured 'is 'ouse—burned in a month. Insured 'isself again' haccidents—broke 'is harm first week. Joined the Burial Serciety last Toos-day, and now 'e's 'opped it. I call it luck."—*Tit-Bits*.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

You Cannot Lose a Cent

This old, strong company, which never quibbles nor side-steps, puts the most positive kind of a guaranty

on Pinex

"Complete satisfaction or money back" goes with every package, and we stand behind you for the full retail price. No lost profits. Pinex sales increase steadily year by year. It's as staple as cotton, wheat, or sugar.

The Pinex Company,

Ft. Wayne, Ind.



**Safe
and
Convenient**

STONE'S STRAWS
Are Packed in
"SPILL-PROOF"
BOXES

Specify the Round
Box

Obtained from All Supply Houses

The Stone Straw Company
Washington, D. C.

PEERLESS BRAND

CORKS

**Manufactured expressly for the
Finest Prescription Trade.**

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

"I SHALL never forget the first time I drew that sword."

"Good gracious! I didn't know you were a fighting man. Where was it?"

"In a raffle."—*London Mail.*

"BLANK seems to be the big man of the town. Does he come of good stock?"

"No; but he owns a whole pile of it."—*Boston Transcript.*

SELLING THE POULTRY OWNER.—For over a year farm and poultry papers have been preaching the beneficial effect of sour milk on the digestive tract of little chicks. However, poultry men who wanted to follow this advice have found it difficult to regularly get clean sanitary buttermilk.

Conkey's Buttermilk Starting Food contains all the valuable digestive and food elements of good buttermilk, combined with a balanced ration of clean, wholesome grain. It forms a complete food for the critical first three weeks in a chick's life and should be fed exclusively. The cost is less than one cent a bird.

Leading poultry journals are featuring Conkey's Buttermilk Starting Food. You can cash in on the demand thus created by dropping a card to the G. E. Conkey Co., 5007 Conkey Bldg., Cleveland, Ohio, and asking for details of the company's dealer helps.

"HAS that borrowing friend of yours dropped out of sight?"

"Oh, no; he manages to keep in touch with me."—*Baltimore American.*

"HAVE you seen a fellow around here with a wooden leg by the name of Murphy?"

"What's the name of his other leg?"—*Christian Register.*

ERGOPIOL (Smith) capsules now bear on the inside of each capsule the letters M.H.S. These letters are not visible from the outside but are plainly discernible in the gelatin when the capsule is cut in half.

This method of marking Ergoapiol (Smith) offers absolute protection against any imposition in the use of a spurious and fraudulent product. It allows the honest druggist to protect both the physician and patient from the dangers of substitution of an inferior article.

Ergoapiol (Smith) is to be had only in packages of 20 capsules each. It is never sold in bulk. The capsules are carried in stock by all wholesalers and are manufactured by the Martin H. Smith Co., New York City.

"AND what do you do at your Shakespeare Club?"

"Oh, we discuss Shakespeare."

"Seems rather——"

"While we play bridge, of course," the other lady hurriedly explained.—*Louisville Courier-Journal.*

If your honor please, I'd like to get off the jury," said a jurymen to the judge just as the trial was about to begin.

"You can't get off now without a good reason," said the judge.

"I have a good reason."

"You must tell it, or serve," said the judge.

"But, your honor, I don't believe the other fellows would care to have me serve."

"Why not? Out with it! We haven't all day to fool!"

"Well—I've got—got—I've got the——" stammered the embarrassed jurymen.

The judge, losing all patience, yelled: "What the devil have you got?"

"I've got the itch!" cried the poor fellow.

"Mr. Clerk," said the judge, "scratch that man out."
—*Philadelphia Record*.

"Won't you take my seat?" said the man in the street-car, as he lifted his hat to the pretty girl.

"No, thank you," she replied: "I've been skating all the afternoon, and I'm tired of sitting down."—*Puck*.

COMFORT AT HOTELS STATLER.—Because of the many comforts offered by the management, stopping at a Hotel Statler is fast becoming a fixed habit with travelers who visit Detroit, Buffalo or Cleveland. Everything is done to make the guest feel "at home"; every one is accorded the same service whether he spends \$1.50 or \$20 a day.

"Service" is the key-note at a Hotel Statler, and as an indication of what is provided for each guest note the following:

"A good bed in a clean, light, pleasant room; a private bathroom; circulating ice-water; a well-stocked writing desk; a morning paper before you wake; cheerful restaurants, serving good food; extra comfortable lounging rooms—these things are but the background of that complete courteous interested service which we call Hotel Statler Service."

When you next visit Detroit, Buffalo or Cleveland why not make the Hotel Statler your headquarters? You'll be comfortable—bodily and mentally—so far as it is in the power of a hotel to make you so.

"Some people are humorous without even knowing it."

"As when, for instance?"

"Here's a man advertises a lecture on 'The Panama Canal,' illustrated with slides."—*Chicago Herald*.

COUNTRY SCHOOL-TEACHER: "You notice that boy who stands at the foot of his class? Well, last summer he was the brightest boy in school."

Committeeman: "He is now. I notice the foot of the class is nearest the stove."—*Puck*.



LEADERSHIP

L EADERSHIP in any line is due to more things than merit. Merit is a mighty good thing to have as a foundation, but a foundation isn't a cupola, and the cupola is the thing that sticks up.

You may lead in merit and lag behind in advertising that merit. If you lead in merchandising service you should maintain that leadership in advertising that service.

For fifteen years we have been assisting merchants to bigger business and more profits.

For fifteen years we have been perfecting plans that will increase a merchant's business from 20% to 75% without his resorting to trading stamps, premium china, old style piano contests, etc., and do it at a less cost.

Not only will these plans increase a merchant's business but they will get the business for him that he has been losing to his competitor across the street.

They will get the business that he has been losing to mail order houses, soap concerns, etc.

They will get the business that they have been losing to department stores in nearby cities.

Thousands of merchants over the United States have used these plans with success to increase their business, to raise money, to dispose of their odds and ends at full retail price, to overcome competition.

And if you desire to use these tried and tested plans write us. Remember it costs you nothing to examine them first. If you decide to use any one of them we will agree not to sell to your competitor so long as you remain our customer.

A letter addressed to us will bring you full and complete explanation of our business building, profit-getting plans.

BRENARD MFG. CO.

Iowa City, Iowa.

GLOVER'S IMPERIAL DOG REMEDIES



You should stock and sell them. They are constantly advertised, their sales amounting to ten times those of all other manufacturers combined.

Pamphlets bearing imprint, show cards, signs and transparencies supplied, all charges prepaid.

H. CLAY GLOVER, V.S.

118 W. 31st St., - - - New York City.



Flower City Oval

YOU

want good bottles.

Why not be sure of getting them by placing your order with a first-class factory?

Send for Price List or Samples.

We use small size cases.

Order NOW.

**F. E. REED
GLASS CO.,**

Rochester, N. Y.

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

Whitney Glass Works

ESTABLISHED 1776.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

**Machine Made Bottles
Narrow and Wide Mouth
by the**

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York

Philadelphia

Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

"BEWARE of the girl who giggles," says the social-settlement worker.

Social-settlement workers, who have exceptional opportunities for meeting many kinds of people, may actually know of girls who don't giggle.—*New York Evening Sun*.

VALENTINE DAY is February 14. Do you know how to arrange an artistic window for that occasion which will enable you to dispose of your stock of cards and booklets?

"Window Displays For Druggists" contains an illustration and description of a window trim that will turn the trick. In addition the book shows photographic reproductions of 114 other displays suitable for use at different times of the year. Each trim is described so that it may be easily and successfully duplicated. There is included also a chapter on "Trimming the Window," two calendars suggesting articles for display every week in the year, a collection of clever slogans for use on show cards, and other material to help the druggist make the most of his window space.

"Window Displays For Druggists" is published by E. G. Swift, P. O. Box 484, Detroit, Mich. The price is \$1.00, post-paid.

ETHEL: "Jack proposed three times before I accepted him."

"Marie: "To whom, dear?"

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

"So you think a college education is a good thing for a boy?"

"Yes, I think it's a pretty good thing. Fits him for something in life. If he can't catch on with a baseball team, he can often land a job as a professor."—*Louisville Courier-Journal*.

"ABOUT this time," as the almanacs say, druggists are likely to be looking about for ways of securing increased patronage.

Have you thought of the trade-impelling power of modern fixtures built especially to suit the needs of your store and locality?

If you have decided that your present fixtures have outlived their usefulness, send to the Saginaw Show Case Co., Ltd., Saginaw, Mich., for its latest catalogue.

The catalogue contains illustrations and descriptions of all kinds of store outfits that show why "attractive display is the most essential point in modern merchandising."

A NEW ENGLAND school teacher recited "The Landing of the Pilgrims" to her pupils, then asked each of them to draw from their imagination a picture of Plymouth Rock. One little fellow hesitated and then raised his hand. "Well, Willie, what is it?" asked the teacher.

"Please, teacher, do you want us to draw a hen or a rooster?"—*Boston Herald*.

(Made in U. S. A.)



LOVE'S FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

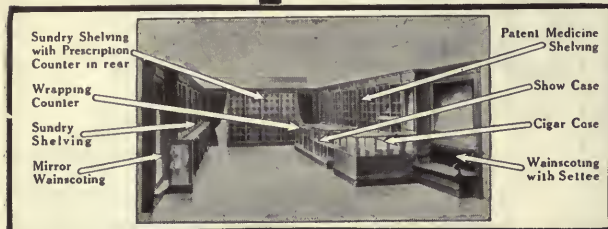
Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

**IN 5-POUND BOTTLES
12 Bottles to the Case**

Advertising Matter Included.

F. S. Love Manufacturing Co.
Confectioners,
JOHNSTOWN, PA.

Save On Your Fixtures



by installing a Benderscheid "Victor" or "Olympic" Sectional Drug Outfit. They fit any size or shape of store, are handsome, durable—and cost 10% to 20% less than similar made-to-order outfits.

Examine the accompanying cut of an actual photograph. See what a handsome store a sectional outfit can produce. Then remember—the material and workmanship are the very highest. All doors are dust-tight and operate on steel track and ball-bearing rollers. No strips, springs or catches.

"Victor" and "Olympic" Sectional Outfits are carried in stock, ready for instant shipment. Settees, Wainscoting and Pier Mirrors, such as shown in illustration, are made to order. We sell through Jobbers.

Write your favorite Jobber for our 80-page illustrated catalog No. 14. It contains specifications and all particulars.

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

Benderscheid Mfg. Co.,

2800-2826 N. 9th St.,

St. Louis, Mo.



POND'S EXTRACT COMPANY'S

"VANISHING CREAM"

THE BEST toilet cream on the market and the best one for the dealer to handle

Write for particulars of our Free Deals
NETTING 75 PER CENT PROFIT

LAMONT, CORLISS & COMPANY, Selling Agents

Dept. S. 131 Hudson St., New York City.

Liquid Petrolatum Merck

Widely advertised to Physicians. You will have calls for it. Stock it now.



HANFORD'S

Balsam of Myrrh

THE RELIABLE LINIMENT

Sold by all Jobbers.

G. C. Hanford Mfg. Co.

SYRACUSE, N. Y.

"Do you know you're growing handsome, hubbie?"

"Yes; it's a way I have when it gets anywhere near your birthday."—*Boston Transcript*.

FOUNTAIN OWNERS will be pleased to learn that the Vortex Mfg. Co., Chicago, Ill., has reduced its prices on Vortex paper cups for hot and cold drinks. Jobbers are prepared to supply the cups at the new prices or they may be procured from the manufacturers if not obtainable through your local wholesaler.

Vortex paper cups are made for sodas and sundaes in regulation sizes for use in Vortex Metal holders only. They are paraffined on the outside only and sealed without glue, thus rendering them absolutely odorless and sanitary.

Users of the Vortex system do away with sloppy conditions of fountain and tables, danger from chipped glass, loss from glassware breakage, use of hot water, the expense of washing, and 25 per cent of the labor of serving. If you are not using Vortex Sanitary service as yet, let the company send descriptive literature and the new price list. A postal card will start them along.

"THERE are always two sides to a question."

"Quite so. And I don't like a fellow who insists on expounding both of them."—*Louisville Courier-Journal*.



ESTABLISHED 1857
THE "WALKEASY"
ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED
GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

"Pa, what's a margin?"

"An edge, my son."

"Then what do they mean by buying on margin?"

"They keep you on edge, sonny."—*Baltimore American*.



ALL-GLASS TOP SHOW CASES

Ornamental. Practical. Inexpensive.

Boost your sale of small articles by using All-Glass Top Cases. Utilize space that otherwise is wasted. Display your goods on a direct line with the customers' eyes. Increase your "turn-over," avoid the accumulation of dead stock.

Used and indorsed by leading druggists throughout the country. Constructed entirely of plate glass cemented together. More substantial than your floor cases. The best medium for displaying small articles you have ever tried.

CATALOG AND PRICES ON APPLICATION

THE COLUMBUS SHOW CASE CO.

COLUMBUS, OHIO.

DIGALEN

**PANTOPON
SEDOBROL**

**THIOCOL
LAROSAN**

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works,

NEW YORK.



"SPEAKING of will-power, there's Dubwaite."

"Yes."

"Smoked for twenty years, quit one day, and never smoked again."

"Ahem! What did he die of?"—*Birmingham Age-Herald.*

HERE are three advertising services that you should find out about if you want to know of ways and means to secure additional trade:

1. Seagers Silent Salesman Show Card Service—a collection of show cards that helps sell goods to every person entering your store.

2. Seagers Advertising Schedule—an advertising helper that enables you to reach out and get new business.

3. Seagers Illustrating Service—specially designed for druggists who wish to illustrate their advertising with real illustrations of the goods they have to sell.

Clipping the coupon attached to the ad, elsewhere in this issue, of the Seager's Advertising Co., 1367 Broadway, New York City, will bring full information concerning any one or all of the Services. Better act quickly, though, for Seagers Services are furnished to only one druggist in a locality.

FRIEND: "Honestly, old chap, I can't make anything out of your poems."

Poet: "That's my trouble, too."—*Boston Transcript.*

All About The Harrison Law

We have just printed a booklet entitled "Observing the Harrison Law." What the druggist must do to conform to the act and the rulings is made very clear. Every point is covered in detail. Troublesome questions are clearly explained. Everything is carefully classified and indexed so that one may turn quickly to any phase of the subject that he is particularly interested in. Sent for 25 cents, post-paid.

E. G. SWIFT,

P. O. Box 484.

Detroit, Mich.



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure.

Catches 50,000,000,000 Flies Each Year

THE NEW METAL SOLDER THAT BUILDS BUSINESS!



SOLDERALL comes in collapsible tubes. Squeeze a little out—apply a little heat and you have a perfect job of soldering. Every housekeeper can now repair pots, pans, etc. Solderall is a pure tin solder combined with a non-corrosive flux. Ready for instant use. Its quality and convenience means a steady repeat business.

1 Doz. in Display Carton: Price, \$4.00.

Order from your Jobber.

THE EMENAR CO., Inc., 44 E. 23rd St.,

NEW YORK CITY.

GLYCO-THYMOLINE

Trade Mark

THREE SIZES—One Pound

Six Ounce (Sprinkler Top)

Three Ounce

Retail Price, \$1.00—50c.—25c.

KRESS & OWEN COMPANY

361-363 Pearl St., New York

Rapid

AUTO PEN

**SPEED and UNIFORM
LETTERING GUARANTEED**

Manufactured in 76 sizes and styles. Special introductory offer—6 pens and 2 shades Lettering Ink, with complete instructions, prepaid \$1.00. Catalog free.

THE NEWTON AUTOMATIC LETTERING PEN CO.
Dept. R, PONTIAC, MICH., U. S. A.

The Perfect
SINGLE
STROKE
medium for
Lettering
PRICE
TICKETS,
SHOW
CARDS,
ETC.

WHERE DO YOU STAND?

CRÈME ELCAYA

IS SOLD

by every large dealer in the United States, and with possibly seventeen exceptions is retailed by all at

FULL PRICE

These large dealers appreciate ELCAYA profit and like to handle the goods.

How does it affect YOU?

JAMES C. CRANE, Sole Agent, 108 Fulton St., New York.

POPULAR FOR NEARLY A CENTURY

PLANTEN'S (TRADE MARK)
**C & C OR BLACK
CAPSULES**

REGISTERED IN U. S. PATENT OFFICE.

AN OLD CELEBRATED REMEDY FOR MEN

BEWARE OF COLORABLE IMITATIONS.

U. S. Court of Appeals recently sustained our rights to the exclusive use the trade marks C & C and C & C or BLACK.

H. PLANTEN & SON (Founded 1836)

BROOKLYN, N. Y.

MA: "You've been drinking. I smell it in your breath."

PA: "Not a drop. I've been eating frog's legs. What you smell is the hops."—*Harvard Lampoon.*

RETAILING at the popular price of 50 cents a pair, Perfection Air Cell Arch Cushions are easy to sell because they offer many advantages not possessed by other arch supports.

Perfection Cushions contain no metal but are flexible, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support. They are made of the finest quality of leather with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable, springy feeling and at the same time perfectly ventilate the shoe.

Thousands of druggist are finding Perfection Cushions a profitable, easily-sold side-line. If you are not already handling them ask the Elastic Tip Company, 370 Atlantic Avenue, Boston, Mass., for further particulars and trade prices.

"JONES used to say he admired a clinging woman. I suppose he married one."

"Yes, she hangs on to every cent of his salary."—*Boston Transcript.*



THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for the customer—no more sticky and slimy checks. Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y.

THE LOCK-STUB CHECK COMPANY,

22 Quincy St., Chicago.



SPECIAL INTRODUCTORY OFFER



JUZA SPECIALTIES

SUNDRIES

CHEMICALS

RUBBER GOODS

DRUGGIST PRODUCTS CO.,

108 N. 5th St., PHILADELPHIA, PA.

Menthol Inhalers - - 3 doz. \$1.00
Tooth Ache Wax - - 3 doz. \$1.00
Liver Pills - - 3 doz. \$1.00

THE BARNSTEAD STILL

MAKES CHEMICALLY
PURE WATER.

THE DRUGGIST'S STILL

Capacity One Gallon per Hour
Nickel-plated, - - - - - \$25.00

THE DRUGGIST JUNIOR

Capacity One-half Gallon
Copper finish - - - - - \$15.00
Nickel finish - - - - - \$16.00

WRITE FOR INFORMATION

BARNSTEAD WATER STILL CO. 51 CHARDON ST.
BOSTON, MASS.

ALKALOL

8-oz. \$4.00 per Doz.

16-oz. 6.75 " "

ALKALOL COMPANY,
TAUNTON, MASS.

FRIEND: "Your wife seems to have a remarkable constitution."

MEEK: "She has; and you should see her by-laws, rules and regulations."—*Boston Transcript*.

"PRESCRIPTIONS carefully compounded" is a sign that is met with frequently in many stores. The mere presence of the sign, however, will not go far in impressing the fact upon customers unless the prescription packages themselves bear evidence of the fact.

Using Circle A corks is a way adapted by many druggists to impress their customers that real care is exercised in the compounding. Their use helps distinguish the man who takes pride in the work of his profession.

If you are not familiar with "Circle A" quality, the Armstrong Cork Company, 113 Twenty-third Street, Pittsburgh, Pa., will send you a sample package of 100 regular length Circle A corks, in sizes from 2 to 6, upon receipt of 20 cents in coin or stamps.

"I DIDN'T want Miss Smith to be influenced by name or position in her estimate of me."

"Well, what did you do about it?"

"I wrote her an anonymous letter asking her to marry me."—*Baltimore American*.

READ THIS OFFER

AND SHARE PROFITS WITH US ON

OXYNOLEUM

THE ORIGINAL OXYGEN OINTMENT
FOR EVERY EXTERNAL AILMENT.

For a limited time we will give two tubes FREE with each dozen tubes of OXYNOLEUM. Price \$2.00 per dozen, less 10 per cent. We will also furnish FREE one of our handsome metal signs which is not only ornamental but also a good business-getter. Write us to-day.

BI-OXOL CHEMICAL CO., 94 John Street
NEW YORK CITY
(Successors to BIOPASM MFG. CO.)

BROWN'S BRONCHIAL TROCHES

The Increasing Demand

for this old and well known remedy for Coughs, Hoarseness and Loss of Voice, means increasing profits for you. The New Trial Size Box to retail at 10c is making many new users. Have you stocked it? Regular sizes as usual, to retail at 25c, 50c and \$1.00.

John I. Brown & Son,
Boston, Mass.



Young's Victoria Cream

MADE IN TOLEDO

PURITY
Highest
QUALITY

Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York

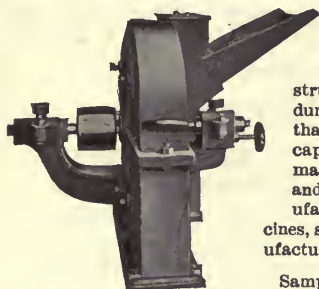


**WANT
MORE
PAY
IN
YOUR
WEEKLY
ENVELOPE?**

If so take the course offered by THE PRACTICAL DRUG-GIST INSTITUTE. We teach you at home and you do not have to stop work. The cost is small, the course is thorough and complete and will prepare you for State Board Examinations. Write for sample lessons, terms, etc., to

THE PRACTICAL DRUGGIST INSTITUTE
53 Gold Street, NEW YORK.

DRUG MILLS



Front View No. 1 MEAD MILL
(smallest size)

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

MEAD & CO., 20th St. and M. C. R. R.
DETROIT, MICH.

HIGGINS'



Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London.

271 Ninth Street, Brooklyn, N. Y.

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

ELEVATORS

FOR ALL PURPOSES.



We Make
HAND ELEVATORS, POWER ELEVATORS, DUMB-WAITERS, INVALID HOISTS, BOX HOISTS, ETC.

Write for information and prices.

Sidney Elevator Lift Co. Mention this Journal Sidney, Ohio.

OSWALD: "My love for you is like the deep blue sea—"

Clarissa (for such was her name): "And I take it with the corresponding amount of salt."—*University of Michigan Gargoyle*.

EDITOR: "This is a splendid piece of work—splendid!"

Contributor: "Yes?"

Editor: "Yes, it's so good I'm going to send you over to one of our contemporaries with it in hope the editor will buy it and improve the tone of his publication."—*Judge*.

Your fixture money will go from 10 to 20 per cent farther if you install a Benderscheid "Victor" or "Olympic" sectional drug outfit.

Benderscheid outfits fit any size or shape of store, and the workmanship and material are of highest quality; the saving is effected by doing away with the necessity of making-to-order each outfit.

Benderscheid outfits are carried in stock ready for instant shipment, and can be ordered through your favorite drug jobber. Catalogue No. 14 is an 80-page illustrated booklet containing specifications and all particulars. Get it from your jobber or the Benderscheid Mfg. Co., 2800-2826 N. 9th Street, St. Louis, Mo.

"WOMEN have queer ways."

"How now?"

"The styles call for mannish hats. So my wife bought a mannish hat for eighteen dollars."

"Well?"

"She could have bought a man's hat for four dollars."—*Louisville Courier-Journal*.



OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

RIPANS

For Indigestion, Constipation, and to regulate the Stomach and Bowels. Ten millions of Ripans Tablets have been sold in a single month.

ORDER OF YOUR JOBBER

Ripans Tablets, 5c.....doz. \$0.40
25c. (choc.-coat.).....doz. 2.00
60c. (family).....doz. 4.80

Gross lots 5c. size, or \$6 lots assorted, 5 per cent. discount.



THE RIPANS CHEMICAL COMPANY,

No. 10 Spruce St., New York.



WADE'S BUSINESS STIMULATOR

DRUGGISTS are boosting their sales enormously by giving my aquariums away Free with each 50c purchase and getting their money back from the sales of fish food.

Comb. E. 144 24-oz. fish globes, 283 med. gold fish, 144 boxes 10c fish food, dip net and plant. **\$17.80**

Comb. B. 72 quart fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant. **\$10.00**

Comb. C. 72 1/2-gal. fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant. **\$14.40**

We give 25 EXTRA fish if cash accompanies order. Try Comb. E, the biggest globe and fish value ever offered to the trade.

Globes by Freight.

F. O. B. Toledo, O.

Fish by Express.

J. J. WADE & CO., Toledo, O.

CLARENCE: "How did you like the picture of *Becky Sharpe* in 'Vanity Fair'?"

Clarice: "Let me see, was it in this last number or the one before that?"—*Harvard Lampoon*.

HE (as the team goes by): "Look! There goes Ruggles, the halfback. He'll soon be our best man."

She: "Oh, Jack! This is so sudden!"—*Harvard Lampoon*.

THE VITAL QUESTION OF PROFIT-MAKING.—Scarcely one druggist in twenty knows how much money he is actually making. The average man is deceived about his profits anywhere from one hundred dollars a year up to two or three thousand dollars, according to the volume of his business.

"The Druggist and His Profits" is the title of a new book that is worth hundreds of dollars annually to every live pharmacist. It shows a man how he can determine accurately what his profits actually are, and then it tells him how to bolster up these profits if they are smaller than they should be in any department of the store.

This is the most useful book ever written for the druggist. A copy will be sent post-paid for one dollar by E. G. Swift, publisher, P. O. Box 484, Detroit, Michigan.

"SEEMS to think well of himself, eh?"

"Do you know what kind of a fellow he is?"

"Tell me?"

"He takes stock of himself a dozen times a day for fear he'll overlook some of his good points."—*Birmingham Age-Herald*.

Catnip Ball

For Sale Everywhere.



Trade Mark
Pat. Reg. U.S. Pat. Off.

AMUSING and an Exerciser.

A Toy for Cats, in a box of Catnip, beneficial to the health of any cat or kitten. Cats can't let it alone. Will last for years. On sale at most Drug, Bird or Toy Counters.

DR. A. C. DANIELS, Inc., Boston, Mass.

Manufacturers of Horse, Dog and Cat Remedies.

A \$4.50 Self-Moistening Brush Does \$25.00 Worth of Dustless Sweeping



Saves \$20.00 in Sweeping Compound and Floor Oil.

30 DAYS FREE TRIAL EXPRESS PREPAID

MILWAUKEE DUSTLESS BRUSH CO.

MILWAUKEE Ask for Offer "B." WISCONSIN

Sal Hepatica

\$2.00 \$4.00 \$8.00 Per Doz.

Gastrogen Tablets

\$4.00 \$24.00 Per Doz.

Clinton Cascara Active

\$2.00 \$10.20 Per Doz.

All Jobbers

Bristol-Myers Co. New York

Stop the Leaks

THE PHYSICIAN'S PERFECT CALL LIST

AND RECORD

is a veritable boon to the practitioner of medicine. It provides a simple, efficient method of bookkeeping. It saves time. It prevents losses.

With the ordinary system (or lack of system) the physician trusts too much to memory. As a result many little accounts are entirely forgotten. In the course of a year they amount to a handsome sum. With the Perfect Call List he takes care of each item when it is fresh in mind. *He nails it on the spot.*

A CAPITAL PRESENT FOR THE DOCTOR

The Call List is an admirable gift for your physician friends—a book which will be consulted many times every day and which will serve as a constant reminder of your store.

Every year we receive thousands of orders from druggists for copies of the Call List for presentation to their medical patrons.

We would like to have your order. The cost is small and will be returned to you many times in increased prescription business.

PRICE TO
THE TRADE,
\$1.50 EACH,
LESS 25 PER CENT

Morocco bound, full gilt edges. Name of the physician, "Compliments of" and name of the druggist (or his pharmacy) embossed in gold free of charge.

**LET US HAVE YOUR
ORDER NOW!**

E. G. SWIFT, Publisher
Box 484, DETROIT, MICH.

European Office: 19 and 20 Great Pulteney St., W., LONDON.



THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

THE druggist wanted an apprentice. One applicant for the situation had been employed in a fish store, but he seemed a likely lad.

"Your handwriting's good enough," said the druggist. "Can you do mental arithmetic?"

"Yes, sir," replied the lad.

"W—hat would thirty-four pounds of salmon at 8 cents a pound be?"

"Bad, sir!" was the prompt answer.—*Pittsburg Press.*

THE well-known brand of Potassium Iodide manufactured by Chas. Pfizer & Co. is especially appreciated by Pharmacists and Manufacturers of Pharmaceutical Preparations who desire an article that is uniformly U. S. P.—*Adv.*

ONE of the attractions of the church fete was a fortune-teller's test.

A lady took her ten-year-old, red-haired, freckled son inside. The woman of wisdom bent over the crystal ball.

"Your son will be a very distinguished man if he lives long enough!" she murmured in deep, mysterious tones.

"Oh, how nice," gushed the proud mother. "And what will he be distinguished for?"

"For old age," replied the fortune-teller, slowly.—*Knoxville Sentinel.*

STUDENTS' HANDBOOK OF PHARMACY will help you pass the examination. Send 50 cents and get this book; pharmacy, materia medica, chemistry, questions and answers. Marvin E. Pate, Dept. H, Madisonville, Ky.

"In the old days the main element of a soldier was to know how to act under fire."

"And nowadays, in addition, he is supposed to know how to act under water, in the earth, and without air."—*Puck.*

"Knowledge Is Power"—



and the timely Knowledge that

Antiphlogistine
TRADE MARK

is the best thing in the shop for Colds, Sore Throat, Bronchitis, Pain in the Chest—in fact every kind of inflammation—is a "powerful incentive" to the shrewd Druggist to STOCK EARLY and secure the discount on quantity—

5% on orders of \$12.00

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.

NEW YORK, U. S. A.

We can
recommend
the
proper

PEROXIDE for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously

For Prices, Formulas, etc., Inquire

THE ROESSLER & HASSLACHER CHEMICAL CO.

100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street,

PITTSBURGH, PA.

REMEMBER ONE ANOTHER!—T. N. Jamieson, one of the patron saints of the Chicago Veteran Druggists' Association, is spending the winter in Pasadena, Cal. On February 29 he celebrated his quadrennial birthday. Hence the action of exactly 29 C. D. V. A. members in getting a group picture of themselves made in Chicago on February 17, in order that the photograph could be laid by fairy hands at Mr. Jamieson's breakfast plate on the morning of his birthday. With the picture went a congratulatory address signed by the 29 participants.

Naturally, the honorary president of the veterans, the venerable O. F. Fuller, occupied the center of the group in the first row, and he was flanked by the officers and the ex-presidents. These veterans are a remarkable group of men, and they keep the fires of Friendship and Memory burning brightly.

THE January issue of the BULLETIN OF PHARMACY contained a series of exceedingly interesting papers on "Turning Waste into Cash." The prize article by George R. Worley, in which he told how waste paper accumulating around a drug store could be profitably baled and sold, attracted special attention and resulted in many inquiries from readers as to where they could obtain machines for baling waste paper.

Waste paper balers are made by The Gem Manufacturing Co., Bascom, Ohio, and an advertisement of them appears elsewhere in this issue. The Gem baler, sold by this firm, makes a 100-pound bale and occupies only a small space. It is strong and durable, being

guaranteed for five years, and the price is only \$12. The names of 300 paper mills which buy waste paper will be sent free with each machine. The Gem company also makes other balers, smaller and larger. Full descriptions of the machines in the line are contained in catalogue No. 42, which will be sent upon request. Write for a copy and turn your waste paper into money.

WIFE: "You know, Henry, I speak as I think."

Hub: "Yes, my love; only oftener."—*Boston Transcript*.

FOR obvious reasons it is necessary that bowls containing crushed fruits for soda fountain purposes be kept closed when not in use.

Therefore a Bohner Crushed Fruit Bowl is really a soda fountain necessity. By a patented contrivance, the ladle always stays completely inside the bowl, consequently allowing the lid to fit tightly all around. There is no notch to admit dust and dirt.

An additional patented improvement has been placed on Bohner bowls this season. The lid is now hinged in such a way that by lifting it the cover automatically drops to the side of the bowl. It is replaced just as easily. This new bowl is illustrated in an advertisement elsewhere in this issue.

These bowls are made by Bohner Mfg. Company, 1009 So. Wabash Ave., Chicago, and can be obtained from leading jobbers.

Don't Let Your Good Customers Go To Your Competitors.

Diamond Dye buyers are good customers. They buy for families.

Diamond Dyes

If you let your stock of Diamond Dyes run low they will go to other stores. Keep them trading in yours.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

JUST a year ago we had the pleasure of announcing the removal of A. H. Wirz, Inc., to the company's new and larger plant at Chester, Pa. Many readers who have observed the announcements of the firm in the BULLETIN OF PHARMACY will be interested in seeing a picture of the new factory, which appears in a full-page advertisement in this issue.

This well-known company was established in 1836 and incorporated in 1914. It makes a specialty of collapsible tubes and sprinkler tops. Its products are guaranteed to give perfect satisfaction in every respect, and in case you use or contemplate using tubes or sprinkler tops, it will pay you to get samples and prices from this reliable concern. The address is Chester, Pa.

"I DON'T like to have my husband prop up a newspaper at the breakfast-table. Do you?"

"Oh, I don't know. It keeps the grape-fruit from spattering as far as it otherwise might."—*Louisville Courier-Journal*.

"HORLICK'S at the fountain" is a sign that is helping swell soda receipts in all parts of the country.

Many delicious drinks, either hot or cold, can be made with Horlick's Malted Milk as a base, and as these drinks usually bring from ten to fifteen cents each, they are especially suited for "features." They are easy to sell, too; a quarter century of advertising

has convinced the public of the wholesomeness and of the nutritious value of Horlick's.

Advertising matter that will help you sell more Horlick's, both at the fountain and over the counter, may be obtained from the Horlick's Malted Milk Co., Racine, Wis. Asking for it to-day will help swell your fountain receipts this summer.

"You will have to pay your bill or go."

"Thanks, awfully! My last landlady made me do both."—*London Mail*.

STEARATE OF ZINC, balsam of Peru, and boric acid are the three ingredients which enter into the composition of Recreo Antiseptic Powder and which make it a valuable healing, dusting and antiseptic powder for use on the tender skins of babies.

Recreo Powder is a non-absorbent powder which is advertised to mothers as a cooling and healing application for keeping the baby's skin smooth and healthy. It is also recommended for prickly heat, sunburn and perspiration, for use after shaving, and as healing and soothing application for all parts of the body.

Recreo Powder is liberally advertised, prospective buyers being directed to purchase it at drug stores. For prices to the trade on the 25 and 50 cent sizes, and for further particulars, address the Recreo Manufacturing Company, Utica, N. Y., and mention the BULLETIN OF PHARMACY.



VORTEX SANITARY SERVICE



For Hot and Cold Drinks

Paraffin Paper Cups and Metal Holders

(Patented and Patents Pending.)

VORTEX Paper Cups are made for Sodas and Sundaes in regulation sizes for use in VORTEX Metal Holders only. They are paraffined on the outside only, sealed without glue, rendering them absolutely odorless and sanitary.

THE VORTEX SYSTEM REMOVES:

Sloppy conditions of fountain and tables.
Danger from chipped glass.
Loss in breakage of glassware.
Using of hot water.
The expense of washing.
Twenty-five per cent. in the labor of serving.

We have reduced our prices on VORTEX Paper Cups. Write your local jobber and if he won't supply you, write us.

THE VORTEX MFG. CO., CHICAGO.



KORA-KONIA is a new Mennen product that taps a virgin field. It's a dusting-powder especially intended for prescribing physicians.

The new product will be backed by an aggressive advertising campaign especially to the medical profession. A full-size sample package of it has already been sent to every registered physician and this advertising is to be followed up with the usual Mennen thoroughness.

Doctors are now prescribing Kora-Konia, and in order not to disappoint any of them, it is advisable to order a stock to-day. Kora-Konia can be had through most jobbers. If not through yours, write to the House of Mennen, Newark, N. J., giving the name of your wholesaler.

OFFICER (to man arrested as a spy): "You say you don't know anything about the war?"

Suspect: "Honest, couldn't know less about it if I were a war expert."—*Life*.

A BOOK ON COMMERCIAL PEN LETTERING.—For \$1.00 the Newton Automatic Shading Pen Co., Pontiac, Mich., will send a copy of its "Practical Compendium of Commercial Pen Lettering and Designs," which is a complete instructor in the use of marking, shading, plain, special, border and shadow lettering pens.

The book contains 100 pages illustrating 122 plates of commercial pen alphabets, designs, show-card lay-

outs, corners, borders, scroll designs, etc., with complete instructions for each. It also gives a large list of advertising phrases suitable for show-cards, posters, and signs.

The arrangement of copies and exercises are especially graded to meet the requirements of both the beginner and the experienced card writer.

THE newspaper humorist went courting. He stayed late, very late, so late that the old man called down to his daughter, "Phyllis, hasn't the morning paper come yet?"

"No, sir," answered the funny man, "we are holding the form for an important decision."

And the old man went back to bed wondering if they would keep house or live with him.—*Boston Transcript*.

A CONVENIENT, economical and reliable method for preparing spirit of nitrous ether, U. S. P., is by means of the tubes of concentrated nitrous ether manufactured by the Powers-Weightman-Rosengarten Co., of Philadelphia.

The contents of one tube when added to fifteen fluidounces of alcohol will yield about one pint of spirit of nitrous ether of full strength.

All jobbers and wholesale drug houses are in a position to supply "P-W-R" ethyl nitrite in boxes containing six tubes.



A Side Line That Sells

The lamp that saves your eyes

The WALLACE is the **first and best** of Portable, Adjustable, Collapsible Electric Lamps. It is the most widely advertised—the most widely sold.

IT RETAILS AT \$2.50
and the margin of profit is liberal

You don't need a lamp department to sell the WALLACE. Put it anywhere, where people can see it. It will outsell anything in your stock.

Write us for Terms and Trade Helps

WALLACE
NOVELTY COMPANY, Inc.

19-25 East 24th St., NEW YORK CITY

[Sole Manufacturers and Distributors]



HERE are two advantages of the Lock-Stub check system of controlling soda fountain receipts to be used where a cashier is employed:

It quickly and permanently stops "leaks," whether from carelessness or dishonesty.

It provides a clean check for each customer.

A booklet describing the complete system, and explaining expensive irregularities likely to occur under old systems, will be mailed to you if you write to the Lock-Stub Check Company, Bush Terminal, Brooklyn, N. Y., or 22 Quincy Street, Chicago, Ill.

"I WANT a loaf of bread."

"White or graham?"

"Doesn't matter; it's for a blind woman."—*Boston Transcript*.

THIS month and next are particularly good times to display your stock of spring tonics, among which Hostetter's Stomach Bitters should have a prominent place.

Hostetter's are advertised everywhere and all the time, and to further help their sales the manufacturers furnish attractive store displays, novelty cards and beautifully illustrated booklets.

Just write the Hostetter Company, 59 and 60 Water Street, Pittsburgh, Pa., that your jobber has supplied you with a good stock of Hostetter's and the dealers' helps will be forwarded free of charge.

"At the same price as before the war" says the Hoffmann-LaRoche, Chemical Works, of New York, in regard to the specialties sold under the "Roche" label.

Digalen, Pantopon, Sedebrol, Thiocol and Larosan are among the products which are still available at the old prices.

FIRST RECRUIT: "What do you think of the major, Bill?"

Second Recruit: "He's a changeable kind o' a bloke. Last night I says to 'im, 'Oo goes there?' an' he says, 'Friend!' an' to-day 'e 'ardly knows me."—*Punch*.

WALRUS INSTALLATIONS.—There will be a very attractive new drug store started in Poteau, Okla., to be known as the Poteau Drug Co. An elaborate set of drug store fixtures and a soda fountain have been purchased from the Walrus Mfg. Co., Decatur, Ill., for the new establishment. Mr. Jahn of the Poteau Drug Co. visited the Walrus factory in person to make his selection.

The Boiarsky Drug Co., of Charleston, W. Va., recently purchased a very attractive 12 foot Walrus outfit.

Clinton, Ill., has a fine new drug store. W. E. Alvey is the proprietor and his store is a beauty with its modern equipment and furnishings. The fixtures, fountain, and luncheonette service were built by the Walrus Company.

HORLICK'S

The Original

The Standard

For more than a quarter of a century

SELLS ON ITS OWN MERITS

The Season is at hand for

HORLICK'S MALTED MILK HOT

Advertising matter sent on request

HORLICK'S MALTED MILK CO. - Racine, Wis.

HIGGINS' INKS and adhesives form an attractive side line for drug stores. They are non-corrosive, sweet, clean, and well put up. The line is a complete one, including drawing ink, eternal writing ink, engrossing ink, taurine mucilage, photo moulder paste, drawing board paste, liquid paste, office paste, vegetable glue, etc.

Prices, discounts and printed matter may be secured from Chas. M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y.

NATIVE: "That's Eph Haskins over there. Son of the man that put our town on the map."

VISITOR: "How did he do it?"

NATIVE: "Made it a special point to go to New York to die, and the papers there had, right out plain under the death notice, 'Bungtown papers please copy.'"
—Puck.

WHAT about that camera department you have been thinking of installing? Now is the time to turn your thoughts into action because spring, the picture-taking season, is at hand.

A most liberal proposition to druggists is being offered by the Seneca Camera Mfg. Company. Turn to the full-page announcement in this issue of the BULLETIN OF PHARMACY and you will find that the company is willing to send you a complete assortment of Seneca Cameras and supplies on approval.

An investment of only \$50 will enable you to obtain

the cameras and supplies necessary to start a photographic department. Such an assortment shows you a profit of \$25.43.

Turn to the Seneca advertisement and take prompt action so as to be ready for the busy photographic season. The address of the Seneca Camera Manufacturing Company is 303 State Street, Rochester, N. Y.

To SAY of a man that he will make a good husband is much the same sort of a compliment as to say of a horse that he is perfectly safe for a woman to drive.—*Puck*.

FOR THAT FORD CAR OF YOURS.—Reduced evaporation, efficiency of motor, and luxurious appearance are points of superiority claimed for the National Zig-Zag radiator and streamline hood which can be easily installed on any new or old Ford car.

In the National radiator the water cells run in zig-zag columns to retard the flow for maximum cooling efficiency. A semi-pointed front adds to the length of the car and enhances the streamline effect.

The price of a National Zig-Zag outfit, including radiator, streamline hood, hood ledge and special crank, is only \$45.

If your dealer cannot show you one write direct to the National Can Co., Radiator Department, Detroit, Mich., for an illustrated circular and instructions for installation.

THE LAST WORD IN METAL CAPS!



To open "press" center

Stock
sizes:
25—35
45—55
65 & 75
MILLI-
METRES
in
DIAMETER



Write for
free sample
and further
information
==
Its simpli-
city will
surprise
you



To close "press" outer edge

THE "UPRESSIT" CAP is sure to revolutionize the cap industry. It will positively replace the present screw cap and other forced closures which are so difficult to remove and which leaves the mouth of the bottle or jar in such an unsanitary condition. It thoroughly protects the contents of the package and is easily removed.



U.S. Metal Cap & Seal Co.
107 W. 13th St., New York, N.Y.

THE "UPRESSIT" CAP costs less than good corks and gives much better results. The entire top of the bottle or jar is covered, keeping it sanitary and clean. It cannot become loose and work off as the cap hugs the "lip" and preserves its contents. It avoids those unclean pouring lips so common in substances of an oily or volatile nature.

EVER have a customer kick because his prescription calling for four ounces of an expensive preparation didn't completely fill the bottle? Your explanation that the bottles used were not all uniform in capacity hardly satisfied him, did it?

Machine-made bottles manufactured by the "Owens" process are uniform in capacity, height and weight. Their use prevents dissatisfaction on the part of the customer, who thinks that he is not getting his money's worth unless the bottle is filled.

The Whitney Glass Works, Glassboro, N. J., will quote prices and send descriptive literature upon request.

"Do you believe it is true that one-half of the world does not know how the other half lives?"

"It may be true, dear, but I should not worry, for no one can justly blame you."—*Houston Post*.

THE No. 5 Oliver visible typewriter is a machine, especially for druggists' use, that will feed labels and write medical symbols. It is provided with back-spacer, tabulator, color writing-ruling device, and disappearing indicator. A life guarantee accompanies each machine.

You can get a No. 5 Oliver at an exceptionally low price and on easy payments. Find out how by asking the Typewriters Distributing Syndicate, 1510-89P Wabash Ave., Chicago, for its bargain offer and free typewriter book.

STONE'S STRAWS when opened up don't fly all over the counter of the fountain. They are packed in "spill-proof" boxes that are safe and convenient.

All soda fountain supply houses furnish Stone's straws in round boxes.

"SHE believes everything she is told, doesn't she?"

"Yes, indeed. Why, that woman would even believe a letter of recommendation."—*Life*.

THE "Twin-Six" of the soda fountain industry is the way the Bishop-Babcock-Becker Company describes its 1916 model "B" Allkold Red Cross iceless soda fountain.

The company claims that this new model "B" Red Cross is the lowest priced fountain that can be built without sacrificing quality of materials, design and workmanship. The "Allkold" is built by the same skilled mechanics, with the same care and of the same high grade materials as the model "A" Red Cross which has given universal satisfaction. Its lower price is brought about by the different type of construction; standardization of parts, sizes and materials; and quantity production.

If you are interested in the purchase of a high-grade outfit at a price lower than is charged ordinarily write to the company at Cleveland, Ohio, and ask for details of construction, and prices and particulars of the spring-dating plan.

YESBERA TOLEDO

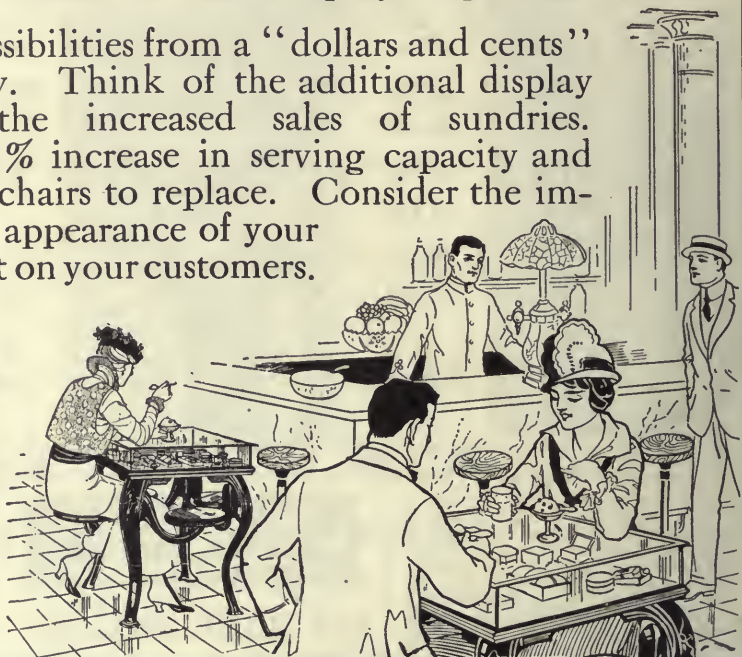
Study the Possibilities of the Display-Top Soda Table

STUDY the possibilities from a "dollars and cents" point of view. Think of the additional display space and the increased sales of sundries. Remember the 15% increase in serving capacity and that there are no chairs to replace. Consider the improvement in the appearance of your store and the effect on your customers.

YESBERA Display-Top Soda Tables are made in several styles and sizes. Write for catalogue and booklet on "How To Make Your Soda Tables Sell as Many Sundries as an Extra Clerk." Send a post-card to-day.

YESBERA MFG. CO.

2278 Albion St.,
TOLEDO, OHIO.



"SUN" LIGHTS are semi-indirect fixtures using gasoline as the source of illuminating power. They are clean, convenient and, according to the manufacturers' statements, cheaper to use than gas, electricity, acetylene or kerosene. They make the store look cheerfully up-to-date, and show goods at their best.

In addition to having them installed in your store, you can sell "Sun" Lights, and fixtures for direct lighting which use gas or electricity, to many of your customers. The Sun Light books, particulars of liberal terms to agents, pictures of lamps, and special premium offers, can be obtained from the Sun Light Co., 1611 Market Street, Canton, Ohio.

"We want to keep business out of politics," said the reformer.

"Well," replied Senator Sorghum, "you've taken all the pleasure out of it. If you take all the business out of it too, I don't see what's going to be left."—*Washington Star*.

BECAUSE of the popular demand for soda fountain sanitation many druggists are now offering syrups and "still" drinks prepared with distilled water.

Distilled water for this and other drug-store uses can be made economically by the use of the Barnstead Still, supplied in two sizes.

The "Druggist's Still," nickel-plated, and with a

capacity of one gallon an hour, sells for \$25; the "Druggist Junior" with an hourly capacity of one-half gallon, costs \$15, if finished in copper, or \$16, with a nickel finish.

For descriptive matter and illustrations of the various outfits address the Barnstead Water Still Co., 51 Chardon Street, Boston, Mass.

UNIVERSITY OF ILLINOIS SCHOOL OF PHARMACY.—The 56th Commencement of the University of Illinois School of Pharmacy will be held at the new Central Music Hall, 64 E. Van Buren Street, Chicago, on Wednesday afternoon, April 26, at 2 P.M. The principal address will be made by Professor Frederick J. Wulling, dean of the College of Pharmacy of the University of Minnesota and president-elect of the American Pharmaceutical Association. The class speaker will be Frank Graham. President James will confer the degrees on a large class, which probably will number about fifty.

In the evening there will be a banquet in honor of the graduating class and tendered by the Alumni Association. A special feature of the banquet will be the reunion of the class of 1891. Arrangements for this reunion of the "Twenty-fivers" are in charge of Charles C. Thiel and W. P. Knoche. The arrangements for the senior class are in charge of the following class officers: President Dennis B. Real, Vice-President A. H. Bogard, Secretary R. L. Greenwood, and Treasurer Thomas B. Copeland.

Faultless

INFANT AND EAR-AND-ULCER SYRINGES

Faultless Infant and Ear-and-Ulcer Syringes can be safely sold to your customers with your personal guarantee that they will give long and thoroughly satisfactory service. These syringes will fully uphold such a guarantee. In quality, in finish and in durability, they really are far-above-the-average merchandise, being made by the manufacturers of Faultless "WEAREVER" Rubber Goods, the fine quality of which is known throughout the trade. The range of sizes and styles given below is complete, meeting all requirements:

"FAULTLESS" Infant Syringes. Red Bulb; Black Pipe.



	PER DOZ.
No. 2 (2-oz.)	\$1.75
No. 3 (3-oz.)	2.10
No. 4 (4-oz.)	2.50
No. 5 (5-oz.)	3.00
(Each in box)	

"TAKE-A-PART" Infant Syringe

Detachable and all flexible.
Each in box, \$1.50 doz.

"CHALLENGE" Ear-and-Ulcer Syringe. Red—each in box, 80c per doz.

A sample order for the above items will prove to you how well worth your while it will be to get in touch with headquarters for your Rubber Sundries.

The Faultless Rubber Company,
34 Rubber Street, ASHLAND, OHIO.

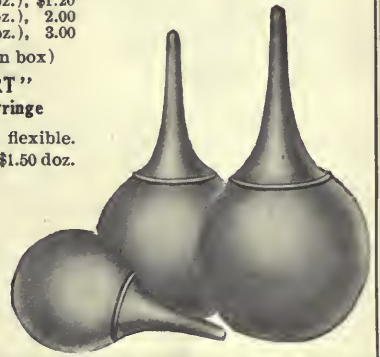


"FAULTLESS" Ear-and-Ulcer Syringes. All Golden Red; Glazed Finish.

	PER DOZ.
No. 1 (1-oz.)	\$1.20
No. 3 (3-oz.)	2.00
No. 4 (4-oz.)	3.00
(Each in box)	

"TAKE-A-PART" Ear-and-Ulcer Syringe

Detachable and all flexible.
Each in box, \$1.50 doz.



SO MANY are the features of the new expansion advertising and cut service offered by the M. P. Gould Company, 140 West 32nd Street, New York City, that lack of space forbids even the simple enumeration of them.

The service, which has taken years to work out and which has cost thousands of dollars to produce, is described in part, however, in the company's full-page ad which appears elsewhere in this issue.

Turn to the ad now. You will find there a coupon which, when properly filled out, will bring complete details of this newly devised cut and advertising service.

FLOOR-WALKER (to man who seems undecided which way to go): "Are you looking for something?"

Party Addressed: "No, sir. I've lost my wife."—Judge.

YOUNG'S VICTORIA CREAM is constantly being called to the attention of thousands of women by circulars, letters, and other advertising matter. Its merits as a skin preparation are guaranteed by the manufacturer, who authorizes every box to be sold on the "satisfaction guaranteed or money back" policy.

If you are not handling this popular 50-cent seller, Frederick H. Young & Co., Toledo, Ohio, will send trade prices and full particulars of the entire line of Young's toilet preparations.

A CERTAIN editor recently received from a lady some verses, daintily tied up with pink ribbon and entitled, "I Wonder if He'll Miss Me?"

After reading them he returned the effort to the sender with the following note:

"Dear Madam: If he does he ought never to be trusted with firearms again."—Pins and Needles.

SCRUPULOUS attention to sanitation is demanded nowadays at every soda fountain. Attendants are required to appear in immaculate coats and with their hands carefully manicured; syrups are always fresh and free from dirt; the counter is always kept clean and dry; and glasses are polished until they sparkle.

But the detail that should receive the most attention, perhaps, is the condition of the straws through which every drink is sipped. They must be absolutely clean, for the customer who picks up a dirty, fly-specked straw almost invariably seeks another store the next time he purchases.

Hygeia Sippers are protected against contamination. They are sealed automatically at the factory in individual paper tubes, containing two straws each, and go to the soda drinker in their original wrappers. The druggist's name appears on each container and forms a valuable advertising medium if the tubes are taken from the store for home use.

Samples and the new 1916 prices on Hygeia Sippers can be obtained from the Hygeia Antiseptic Tooth Pick Co., 53 Seventh Avenue, New York City.

Consider the Profit on
an Investment of \$2.00
Turned over each Month!

BUY A DOZEN ♡ ♡
MRS. WINSLOW'S
SOOTHING SYRUP
Absolutely Non-Narcotic.

With the assistance of our advertising you should be
able to sell one dozen each month.

ANGLO-AMERICAN DRUG CO.,
215-217 Fulton Street, NEW YORK.

THE reader can well imagine the convenience of an electric lamp that may be stuck right on the surface of a mirror or a wall, or clamped to any part of a desk, dressing table, bed or other article of furniture, in order to produce light just where it is desired.

Such a lamp is the Wallace which is illustrated on this page, and which has been extensively advertised

it as they enter your store, and incidentally explaining its adaptability, it is easily sold. It sells for \$2.50 and affords a liberal margin of profit to the dealer. Excellent advertising matter is furnished by the manufacturer. Write to the company to-day for full details of the proposition. Address the Wallace Novelty Company, 19-25 E. Twenty-Fourth Street, New York City.



in the leading magazines. The Wallace lamp is portable, adjustable, and collapsible. It hangs, stands, sticks, or clamps anywhere at any angle.

It is difficult to imagine a greater convenience around an electrically lighted home than this unique lamp, which adapts itself to so many useful purposes, and which constitutes a particularly good side-line for druggists.

By placing the Wallace lamp where people can see

THE doctor entered the patient's room in the morning, and, according to habit, read the chart the first thing. He was a little surprised to read:

"2 a. m. Patient very restless, nurse sleeping quietly."—*Collier's Weekly*.

By confining themselves solely to the manufacture of one product, Kukay & Sons Co., 1947 Broadway, New York City, are able to offer an especially attractive price on their specialty—Dr. Kukay's Dental Cream.

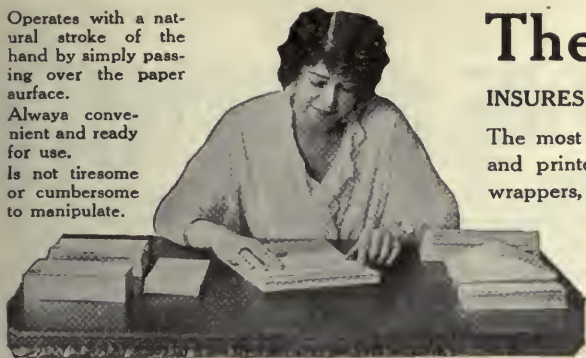
In gross lots this dentifrice can be obtained for \$14, a price which allows a net profit of over fifteen cents on each package sold. On orders for one gross or more the manufacturers will send circulars to the physicians and dentists in your locality, notifying them that you have the paste in stock.

Dr. Kukay's Dental Cream does not injure the teeth or gums; it is free from grit; climatic changes or age do not cause it to melt or harden.

Operates with a natural stroke of the hand by simply passing over the paper surface.

Always convenient and ready for use.

Is not tiresome or cumbersome to manipulate.



The FOLDOSEAL

FOR
NEATNESS
SAKE

INSURES NEAT MAIL AND ADVERTISING LITERATURE

The most practical, convenient and reliable device for folding letters and printed matter, sealing envelopes and packages, affixing stamps, wrappers, labels, etc.

MAY BE USED ON ANY FINGER OR EITHER HAND.

Folds letters and printed matter neatly and quickly and prevents soiling from perspiring hands or other causes. Seals envelopes and packages and affixes stamps, wrappers and labels without soiling or smearing moisture.



Actual Size 2"x1¼"x3/16"
Ring fits anyone.

time. Made from metal and carefully finished, polished and nickel plated. When not otherwise in use, serves as a paper-weight, pen or cigar holder and is a valuable addition to and an ornament on any desk or library table.

THE FOLDOSEAL IS A NECESSITY

wherever neat mail and advertising literature is appreciated. It is needed in the advertising, mailing, shipping, wrapping, labeling, printing, binding and every department and on each desk in your office and in your library at home.

NO LOST TIME OR NEEDLESS MOTION of picking up and laying down, as with similar devices. Does not interfere with hand or fingers while engaged in other work and need not be removed while writing. Simple in construction—nothing to get out of order—will last a lifetime.

SUFFICIENT PROOF OF ADVANTAGES AND MERITS.

Used by the Aetna Insurance Co., American Optical Co., Bethlehem Steel Co., Butler Brothers, The Globe-Wernicke Co., The B. F. Goodrich Co., The Goodrich Tire & Rubber Co., Hart Schaffner & Marx, Kalamazoo Stove Co., National Biscuit Co., Pittsburg Life & Trust Co., Springfield Fire & Marine Insurance Co., Swift & Co., The Trus-Con Laboratories, Western Clock Co., and many others large and small.



Operates rapidly, easily and neatly. Allows free and easy use of hand and fingers.

You Need a Foldoseal on Your Desk—
Why Not Now?

PRICES
50c. Each - \$5.00 Per Doz.
Prepaid—Cash With Order.

STANDARD METHODS CO., 1508, 2 Rector St., NEW YORK, U. S. A.

AN IMPORTANT GROUP OF PRODUCTS.—The retail druggist who fails to read Parke, Davis & Co.'s page advertisement which appears elsewhere in this journal, and to heed the suggestion that he "send along his order," will indirectly "give aid and comfort" to his competitors. The announcement deals with four products for which there is a steadily growing demand among medical men. Germicidal Soap, Pituitrin, Corpora Lutea and Silvol constitute a notable group of agents.

Germicidal Soap, P. D. & Co., has been called "the soap of a hundred uses." The designation is not inapt. A powerful antiseptic and disinfectant, an efficient detergent, lubricant and deodorant—it is plain to be seen that there must be an infinity of uses for this soap among medical practitioners, surgeons, gynecologists, obstetricians, veterinarians, dentists, and nurses. There is a wide field for it in hospitals. There are a dozen needs for it in the home. The big general demand appears to be for the form known as Germicidal Soap, Mild (1 per cent)—large cakes, supplied in display packages of one dozen. Thousands of druggists are featuring this package.

Pituitrin is coming into extensive use in obstetrical practice. It has an unmistakable field in tardy parturition. As between Pituitrin and forceps, the wise obstetrician is likely to choose Pituitrin.

Corpora Lutea is prescribed in certain conditions peculiar to the natural or artificial menopause. The interest of medical men in the therapeutic possibilities of this agent has broadened noticeably in recent years.

Silvol, an organic silver germicide, would appear to have an unlimited field in the treatment of inflammations of mucous membranes. Every general practitioner, every genito-urinary specialist, every specialist in diseases of eye, ear, nose, and throat, can advantageously use Silvol.

It will be good business to stock these products right now.

"HULLO, Tom! What's this I hear about your having some labor-saving device?"

"It's true, all right. I'm going to marry an heiress."
—*Boston Transcript*.

A NET PROFIT of \$34.20 on an investment of only \$15—that is the Cherryallen offer for 1916.

The special offer includes a Cherryallen Syrup dispenser, four gallons of Allen's Red Tame Cherry, one dozen Cherryallen glasses, and a liberal assortment of advertising helps.

The handsome dispenser is a great attention attracter that measures a drink which returns four cents profit on every glass. Cherryallen is a popular seller; the delicious red cherry taste insures repeat customers.

Why not encourage sales on the drink that makes you the most profit—four cents on each glass? Literature and full information concerning the 1916 special offers will be forwarded if you write to the Allen Red Tame Cherry Co., 103 Second National Bank Bldg., Toledo, Ohio, mentioning the BULLETIN OF PHARMACY.

PROTECTION IN FIRE INSURANCE

means more than a willingness to pay your fire loss—it means also an ability to pay it. If your fire should occur at the time of a San Francisco or Baltimore conflagration, this ability can be guaranteed only by reserve funds of the most substantial kind. Such protection is offered to you by the A. D. F. I. Co. Our proportion of assets to outstanding risks is larger than that of the largest old-line companies in the United States to-day.

Capital Stock Cooperative Fire Insurance for Druggists

SURPLUS TO POLICYHOLDERS OVER \$300,000.00. LICENSED AND
OPERATING IN 34 STATES.

We save you 25% in your premium cost.

Ask for our proposition on your store—a post-card will bring it.

The American Druggists' Fire Insurance Co.

1004-1005 Mercantile Library Bldg., CINCINNATI, OHIO.

"350 DOLLAR IDEAS FOR DRUGGISTS" is the title of a book that is crammed full of the most useful, the most valuable and the most profitable ideas that could possibly be brought together. It describes the best business-bringing, profit-saving methods of 350 successful druggists in such a manner that any or all of the ideas may be adapted to your business.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send you a copy, post-paid, upon receipt of \$1.00.

"I VERILY believe that inanimate things sometimes enter into the spirit of a festal occasion."

"I know it. Last night, when I was going to a blow-out, my automobile chimed in with a couple of its own."—*Louisville Courier-Journal*.

A STOOL BOOKLET FOR YOUR "LIBRARY."—Doctors, architects, and practically all professional men make a practice of building up libraries on matters pertaining to their work. Druggists realize the need of books for the professional side of their business, but it is just as important for them, as business men, to have a "business" library composed of books on the merchandising end of their occupation.

We mention this for the reason that a new booklet has recently been put out on the subject of "Stools" by the Yesbera Mfg. Co. Stools may seem to be an unimportant item, but every druggist, at some time or other, has need for several either for his clerks or for

his customers. When he is ready to buy he will want to know of the concerns which make stools and also all about the different kinds made. And that information may be hard to get offhand, unless he has made a collection of booklets, catalogues, etc.

This new booklet shows stools for customers, stools for clerks, and folding stools for telephone booths. A copy made be had, even though you do not intend purchasing at present, by sending a card to The Yesbera Mfg. Co., 2278 Albion Street, Toledo, Ohio.

"ALTHOUGH Chugson has had a car for almost six months, he still seems to think a pedestrian has some rights."

"How do you account for that attitude?"

"It's very peculiar. It certainly shows a woeful lack of self-confidence."—*Birmingham Age-Herald*.

HERE are few talking points used by dealers who sell the Emerson Pneumatic Hair Brush:

It cools the head.

It is light and durable.

It is absolutely sanitary.

It creates a healthy scalp.

It is recommended by physicians.

If your jobber hasn't it, H. P. Emerson & Co., 33 Kingston Street, Boston, Mass., will send you samples and price lists.

Over and above every other consideration quality is of paramount importance; and recognizing this fact we try to excel in the production of fine medicinal chemicals and invite every druggist to specify "N. Y. Q." when ordering from his jobber.

NEW YORK QUININE and CHEMICAL WORKS
NEW YORK LIMITED

THE "D. & O." brand on essential oils means that they are guaranteed as to quality and purity by the Dodge & Olcott Co., of New York City.

All wholesalers can supply "D. & O." essential oils in original packages, of 1 ounce and upward, each package having the label and guaranty seal of the Dodge & Olcott Company upon it.

FIXTURES MANUFACTURERS MEET.—The fifth annual meeting of the National Commercial Fixture Manufacturers' Association was held February 1, 2, and 3, at the La Salle Hotel, Chicago, Illinois. The meeting was devoted largely to consideration of the increase in the cost of production, the question of improved and uniform methods of cost accounting and other matters tending to improve the general condition prevailing in the industry, thereby enabling manufacturers to render better service to the consumers of their products.

The annual banquet was held on the evening of February 2. R. J. W. Barker, of Toronto, Ontario, acted as toastmaster. The speakers were F. J. Timken, of Grand Rapids, Mich., on "The Human Factor in Industry," and H. N. Tolles, of Chicago, on "Keeping Step With the Times."

The next annual meeting will be held in Baltimore, Md., early in 1917.

The election of officers resulted as follows: President, Will A. Pfeiffer, of Quincy Show Case Works, Quincy, Ill.; vice-president, Geo. W. Johnson, Moline,

Ill.; treasurer, J. H. Servatius, Chicago, Ill.; secretary, C. F. E. Luce, Grand Rapids, Mich.

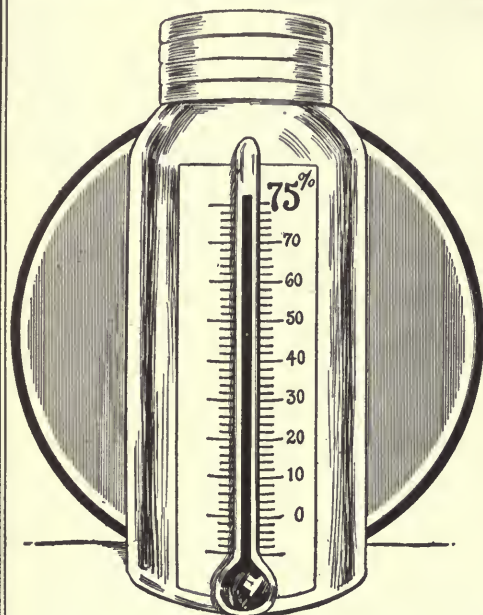
The following men were elected to the board of directors: Sol Himmel, Baltimore, Md.; H. J. Hunt, Detroit, Mich.; Chas. F. Kade, Plymouth, Wis.; D. Hedenkamp, St. Louis, Mo.; J. E. Britt, Montgomery, Ala.; F. P. Handley, Chicago, Ill.; D. D. Orr, of Houston, Texas; and H. J. Merle, Chicago, Illinois.

MANNING SERVICES IMPROVED AND ENLARGED.—The size and style of the Manning Monthly Service has recently been changed and now includes forms for printed cards, typewritten letters and complete folders. This is an addition to the service which has always been given and which consists of copy for newspaper ads, booklets, circulars, circular letters, letters to physicians, counter slips, mailing cards, signs, parcel-post ads, illustrated window displays and picture slide advertising.

A new Manning Show Card Service is also offered for the first time. It consists of cards and stands. The cards are original and seasonable and cover all lines carried by druggists.

Both services are supplied at reasonable prices and are furnished to only one druggist in a locality. If you need help in preparing your 1916 advertising, clip and mail the coupon, elsewhere in this issue, attached to the ad of the Manning Advertising Service, 313 N. Ninth Street, St. Louis, Mo.

Watch Your Profit Gauge



One essential of business success is to know and push those products which pay you the biggest profit and give the greatest satisfaction to your customers.

ABBOTT'S SALINE LAXATIVE and ABBOTT'S SALITHIA *Pay You A Profit of Over 75%*

These palatable effervescent salines are trade-winners and profit-makers. They are the ones which it will pay you and your clerks to get behind and push.

The medical profession has shown its preference to Abbott's Saline Laxative and Salithia for fifteen years. You can safely recommend these products to your customers, and thus *double* your sales and your profits if you will. Why not do so? Abbott Quality Wins. All Jobbers Are Supplied.

THE ABBOTT LABORATORIES

[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO

Seattle

San Francisco

Los Angeles

New York

Toronto

Bombay

"GOOD-PAY" positions with retailers, wholesalers and manufacturers are open to men who have thorough pharmaceutical training.

The course of training offered by the Practical Druggist Institute, 53 Gold Street, New York City, is complete and thorough, and it can be taken at home in your spare time. You do not have to give up your present position as the entire work on the course can be done at night.

A postal card addressed to the Institute will get you a sample lesson and full particulars of the course.

MISTRESS (to chauffeur who is crawling down hill): "Why are you driving so slowly?"

Chauffeur (ex-coachman): "Well, madam, you told me to be as economical as possible these times, so I was puttin' the brake on to make the down-'ill last as long as possible."—*Punch*.

VAST NUMBERS of unsolicited testimonials are received yearly at the factory, in Minneapolis, Minn., of the Kondon Manufacturing Co., makers of Kondon's Catarrhal Jelly.

They are from grateful users who think it their duty to tell the manufacturer of the benefit received from the use of Kondon's. Of course, most of them tell their friends before, and after, they write to Minneapolis. That is one of the big reasons why, with the 35,000

druggists who handle Kondon's, the sale on this 25-year-old remedy is constantly on the increase.

Just at this time of the year when Kondon's Catarrhal Jelly is particularly in demand, every druggist should realize that he can save nearly half a dollar by getting a supply immediately from his jobber. All he needs to buy is \$6.00 worth in order to effect an extra saving of 8 per cent.

MAID: "What wages do you pay, mum?"

Mistress: "I'm willing to pay you whatever you are worth."

Maid: "I've never worked for so little as that, mum, and won't now. Good mornin' mum."—*Royal*.

Do you want a price list or samples of high-grade bottles, for prescription or store use, which can be purchased in small size cases?

The F. E. Reed Glass Co., Rochester, N. Y., will quote prices and send samples if you mention the BULLETIN.

"TOMMY, you should not fight with that Jimson boy."

"I know it, ma."

"That's right."

"But I didn't know it before I hit him."—*Birmingham Age-Herald*.

Pure Cotton-Made in the "Sunny South."

"SALCO"

ABSORBENT COTTON

Druggists, Physicians, Hospitals and Families all use "SALCO"

Knowing it to be the finest absorbent cotton. Made from pure cotton just from the snow-white fields of the "Sunny South." Put up under special process in the most attractive sanitary package to be had.

Samples upon request.

Manufactured by **SOUTHERN ASEPTIC LABORATORIES, Incorporated**
COLUMBIA, S. C., U. S. A.

CUSTOMERS who object to the disagreeable taste of many of the ordinary laxatives will appreciate having their attention called to Ex-Lax, the sweet chocolate laxative.

Ex-Lax is a reliable, quick acting laxative that has no bad after effects. Its sweet-chocolate taste makes it easy to take, and equally as easy to sell.

Ex-Lax profits are liberal ones. To find out about them ask your jobber or write the Ex-Lax Manufacturing Co., 29-31 De Kalb Avenue, Brooklyn, N. Y.

"I WISH you to find out who that homely woman is."

"Nothing doing, my dear. She'd prove to be the sister or wife of the first person I asked."—*Detroit Free Press.*

RINGING up the money received is about all the effort required in a magazine or periodical sale. Provided the stock is prominently displayed, customers make their own selection and hand over the money without even asking for the purchase to be wrapped.

The profits from a news department are liberal and there is no chance of loss as unsold copies may be returned for credit.

Mailing the coupon attached to the ad of the American News Company, 9 to 15 Parke Place, New York City, will get you full particulars in regard to installing a profit-paying new department.

CHICAGO BRANCH OF THE A. PH. A.—This organization celebrated its tenth anniversary on Friday evening, February 18, at the Hotel La Salle, Chicago. A large company of the members, many of them accompanied by their wives or friends, sat at table from 6:30 until 8:00 P.M. and enjoyed a fine repast.

After the dinner Dr. H. M. Whelpley, treasurer of the A. Ph. A., presented an illustrated lecture on "Some Historical Features of the American Pharmaceutical Association." Many of the hundred pictures shown were made from snapshots taken by Dr. Whelpley during his attendance at the last thirty-three conventions of the association.

SHOW CASES that sell goods are the kind which the Quincy Show Case Works, Quincy, Ill., says are illustrated in its new catalogue.

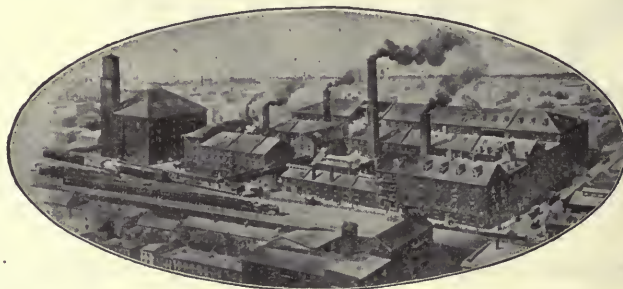
If you are thinking of putting in new show cases write to the company to-day for Catalogue 22. It's a book compiled as a result of years of experience in making show cases that help create sales. If you will send details about your store and a rough pencil floor plan with measurements, the company will advise you, free of charge, as to the best way to meet your store's requirements.

Bix: "A fire broke out at the prison last night."

Dix: "Broke out, did it? Then you might call it a fire escape—what!"—*Boston Transcript.*

P
W
R

FOUNDED 1818
Powers - Weightman - Rosengarten Co.
Manufacturing Chemists



NEW YORK PHILADELPHIA ST. LOUIS

MORPHINE SULPHATE, Flakes or Cubes STRYCHNINE and Salts CODEINE and Salts
QUININE SULPHATE and other Salts MERCURIALS. ACID CITRIC. ACID TANNIC
POTASSIUM IODIDE, Crystals or Granular ETHER, U. S. P., FOR ANAESTHESIA

BISMUTH SUBNITRATE
WHITE BULKY TASTELESS

COMPLETE LIST ON REQUEST.

SPECIFY "P-W-R ORIGINAL PACKAGES."

ON ORDERS for C. & C. or Black Capsules, those manufactured by H. Planten & Sons, Brooklyn, N. Y., should be supplied as a recent decision of the U. S. Court of Appeals sustains the rights of the Planten Company to the exclusive use of the trade marks "C. & C." or "Black" when applied to capsules.

Planten's C. & C. or Black Capsules have been popular drug store sellers for nearly a century. They are carried in stock by all wholesalers.

"WHY," asks a Missouri paper, "does Missouri stand at the head in raising mules?"

"Because," says another paper, "that is the only safe place to stand."—*Northwestern Druggist*.

"BOARD QUESTIONS ANSWERED" is a book that will prove invaluable to every candidate who desires to "freshen up" his pharmaceutical knowledge before taking the board-of-pharmacy examination.

Complete sets of examination papers actually used by the boards of pharmacy in the leading States are printed, and answers to all questions are given with care and thoroughness. Every one of the examination papers is complete in itself. Every last question asked by the board on the occasion represented is printed and answered. Not even catch questions have been dodged.

Whether you are a graduate in pharmacy, or whether you have studied the subject at home, "Board

Questions Answered" will be of the utmost help to you. It will refresh your memory of a thousand and one things and give you an idea of the type and class of questions asked by the various boards.

"Board Questions Answered" is offered at the price of \$1.50, post-paid, by E. G. Swift, P. O. Box 484, Detroit, Mich.

ONE morning little Mary hung about the kitchen continually bothering the busy cook to death. The cook lost patience finally.

"Clear out o' here, ye sassy little brat!" she shouted, thumping the table with a rolling-pin.

The little girl gave the cook a haughty look.

"I never allow any one but my mother to speak to me like that," she said.—*Pittsburg Chronicle-Telegraph*.

FOR fifteen years the Brenard Mfg. Co., of Iowa City, Iowa, has been devising business building plans for retail merchants, striving to make them simple in operation and positive in result-getting qualities.

As a result of this fifteen years of effort the company claims to have perfected a plan that raises ready cash quickly, overcomes mail-order competition, collects outstanding accounts, and increases business from 20 to 75 per cent.

A postal card, addressed to the company and mentioning the BULLETIN, will bring full particulars.

\$45⁰⁰

NATIONAL ZIG ZAG RADIATOR

and
STREAMLINE HOOD

INCLUDING RADIATOR, HOOD, HOOD LEDGE and SPECIAL CRANK
Easily installed on any new or old Ford car



REDUCED evaporation, efficiency of motor, and luxurious appearance through installation of NATIONAL ZIG-ZAG RADIATOR and STREAMLINE HOOD particularly appeal to the Physician who requires exacting service.

Water cells run in Zig-Zag columns to retard the flow for maximum cooling efficiency.

Semi-pointed front adds to length of car and enhances the streamline effect.

Best of material and construction throughout. Radiators severely tested with compressed air under water. Finished in Nickel, Polished Brass or Black Enamel.

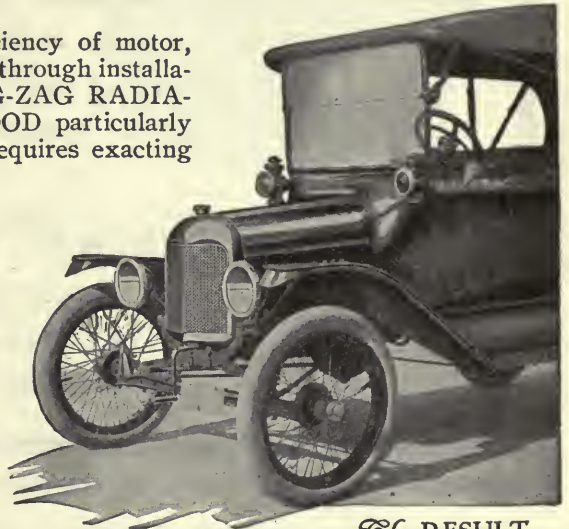
Place your order NOW and be prepared for the unfavorable roads.

If your dealer cannot supply you write us direct for illustrated circular and instructions for installation.

NATIONAL CAN COMPANY

Radiator Department

Detroit, Michigan



The RESULT

THE Denver Chemical Mfg. Co. says: "The increase in prices on Antiphlogistine really nets the retail druggist a greater profit than he made prior to the advance.

"For example, the retailer formerly paid \$4.00 a dozen for the 50-cent size, netting him a profit of \$2.00 a dozen. At the advanced price he pays \$5.00 a dozen, but sells at 60 cents (\$7.20 a dozen), netting him a profit of \$2.20 on the twelve packages."

THE teacher of natural geography directed all her pupils to write a definition of the word "geyser." Willie evolved this definition:

"A kaiser is a disturbance of the earth's surface."—*New York Evening Post.*

EXTENSIVE advertising in the leading magazines and in the principal daily and weekly newspapers calling attention to the new ten-cent trial size of Brown's Bronchial Troches is causing an increased demand for this old and well-known preparation.

The new trial size box is making thousands of new users, many of whom can be quite readily switched to one of the regular sizes retailing at 25 cents, 50 cents, and \$1.00.

If your stock is getting low, any jobber or John I. Brown & Son, Boston, Mass., can supply you.

A RECENT report states that certain fly-by-night drug pedlers have been selling granulated sugar as granular potassium bromide. The packages closely simulated those of reputable manufacturers.

Under present conditions it is safe to buy chemicals only through regular channels and to insist that the packages bear the label of a reliable manufacturer—like that of the Albany Chemical Company, for instance.

Albany chemicals, for either medicinal, photographic, or technical uses, are always true to label. They can be obtained in original or in broken packages from all jobbers or from the Albany Chemical Company, Albany, N. Y.

"THINK of being driven from home," said the girl who reads novels, "out into the cold world, facing the wind and snow."

"I know exactly what it feels like," replied Mr. Growcher. "My youngster wouldn't be satisfied till I gave him a ride on the sled he got for Christmas."—*Washington Star.*

THREE good sellers that it pays to keep a liberal stock of on hand at all times—Sal Hepatica, Gastrogen Tablets, and Clinton Cascara Active.

The three are made by the Bristol-Myers Co., New York, and are carried in stock by all jobbers.

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

CATCHING CAMERA CUSTOMERS.—This year the interest in amateur photography promises to be greater than ever before. The camera habit is fast becoming the chief hobby of millions of people, and all through the long summer months many of your customers will be devoting much of their spare time to picture-taking and picture-making.

These people will be in the market for cameras and supplies of all kinds, and by showing a line of Ansco photo supplies you can add considerably to your summer sales.

Ansco photo supplies are a logical drug store sideline. The goods are liberally advertised, the merits of Ansco cameras, Ansco Speedex films, Ansco chemicals and Cyko paper needing no introduction to the "camera fiends" who pass by your store daily.

A comparatively small investment enables you to install an Ansco photo supply department that will appeal to your customers and bring you many new patrons and increased profits. Clipping the post-card on the back cover of this issue, and mailing it to the Ansco Company, Binghamton, N. Y., will get you full information as to the possibilities of the line.

A YOUNG American artist who has just returned from a six-months' job of driving a British ambulance on the war-front in Belgium brings this back, straight from the trenches:

"One cold morning a sign was pushed up above the

German trench facing ours, only about fifty yards away, which bore in large letters the words:

"'Gott mit Uns!'"

"One of our cockney lads, more of a patriot than a linguist, looked at this for a moment and then lamp-blacked a big sign of his own, which he raised on a stick. It read:

"'We got Mittens, Too!'"—*New York Evening World*.

LIQUID PETROLATUM, Merck, is widely advertised to physicians.

If you stock it now, you won't have to turn down orders for it later.

CLARENCE: "Pop, what is a millenium?"

Darktown Father: "It's dess about de same as centennial, muh son, on'y it's got mo' legs."—*Puck*.

THE Wilmarth Show Case Co., 1510 Jefferson Avenue, Grand Rapids, Mich., offers to tell you how to best arrange your store, how to best display the stock in it, and how to make it show to best advantage.

If you are interested in bringing your business up to its highest point of efficiency ask for the help of the Wilmarth experts. They will point out how Wilmarth equipments, "from the single case to the store complete," will help you get more trade.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, New York

BRANCH OFFICES:

Paris, France 42 Rue du Marche
London, England 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

EVERY stock-owner is a possible and, if the preparation is called to his attention, a probable customer for Blackman's Medicated Salt Brick.

For each case ordered the manufacturers will write to 50 names on your mailing list calling attention to the composition of the brick—a combination, in crumble-proof form, of dairy salt, sulphur, copperas, salt-petre and nux vomica. The letters explain the merits of the preparation as a worm medicine and stock tonic and tell the prospective customers that you sell the bricks under a positive guarantee.

Blackman's Medicated Salt Bricks, in cases of 30 bricks, are delivered to you at the price of \$5.00 a case, with quantity discounts of 2 per cent on two-case lots, 5 per cent on five-case lots, 8 per cent on ten-case lots, and 10 per cent on twenty-case lots.

For more complete details and descriptive literature address the Blackman Stock Remedy Co., Chattanooga, Tenn., and mention the BULLETIN.

WHEN General Beck was a young lawyer a man was arraigned for murder and had no counsel.

"Mr. Beck," said the presiding judge, "take the prisoner into that room at the rear of the court, hear his story, and give him the best advice you can."

Accordingly Beck disappeared with the prisoner, and in half an hour's time returned into court—alone.

"Where is the prisoner?" asked the judge.

"Well," replied Beck, slowly, "I heard his story, and then I gave him the best advice I could. I said:

'Prisoner, if I were you I'd get out of that window and make tracks.' He slid down the water-pipe, and the last I saw of him he was getting over a stone wall half a mile away."—*Tit-Bits*.

McCOURT LABEL CABINET CO. MAKES SPECIAL OFFER.—Upon receipt of 15 cents, to cover the cost of handling and mailing, the McCourt Label Cabinet Company will send you a roll of blank shop labels, printed with your drug card in two colors. The roll will be perforated and enclosed in a cardboard case.

The company also offers to send you its two new catalogues, one book describing the McCourt label cabinet and the other book a complete catalogue of labels, pill and powder boxes, cartons, prescription blanks, drug envelopes, and printed supplies for the drug store.

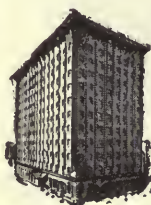
If you are using an ungummed label because you think that gummed labels cannot be used in your climate, take advantage of this offer and let the labels and catalogues show you what McCourt service will do. The company's address is 47 Bennett Street, Bradford, Pa.

THE following interesting notice appeared in the columns of an enterprising Minnesota newspaper:

"I have been instructed by the Village Council to enforce the Ordinance against chickens running at large and riding bicycles on the sidewalk. Harry Shells, Village Marshal.



DETROIT
800 Rooms 800 Baths
200 room addition building



BUFFALO
450 Rooms 450 Baths



CLEVELAND
1000 Rooms 1000 Baths

Over-Sunday Hotels

The traveling man's Sunday is comfortable and pleasant at any Hotel Statler.

Before he wakes a morning paper is put under his door—noiselessly—with the compliments of the house.

If he wants to breakfast in his room no extra charge is made for room-service.

If he wants to write letters in his room he doesn't have to ask for stationery—his desk is plentifully supplied. If he wants ice-water he has but to open a faucet.

If he wants to loaf downstairs, comfortable, luxurious lounges, with chairs and sofas built for tired men—and lazy men—await him. There is good music at luncheon-time and again at dinner-time. Well-selected libraries at his disposal—free, of course.

And always there is that courteous, gracious, interested personal service that we are proud to call Hotel Statler Service—a complete service as befits "the complete hotels."

Every—every—Hotel Statler room has private bath; outside light and air; circulating ice-water; writing desk with plenty of stationery, etc.; local and long distance telephones; pin-cushion, with needles, thread, buttons, etc.; candle for low night-light, and numerous other unusual conveniences. Morning paper delivered free to every guest-room.

**HOTELS
STATLER**
BUFFALO - CLEVELAND - DETROIT

Rates from \$1.50 Per Day



A NEW SODA FOUNTAIN SYRUP CONCERN.—Work is progressing rapidly on the new plant of the recently organized Richardson Corporation of Rochester, N. Y., the \$300,000 company which will manufacture soda-fountain syrups and fruits, and of which A. G. Richardson is the president.

The factory will be of white enamel throughout, making it perfectly clean and sanitary, and the lighting system is unusually excellent, the light coming from

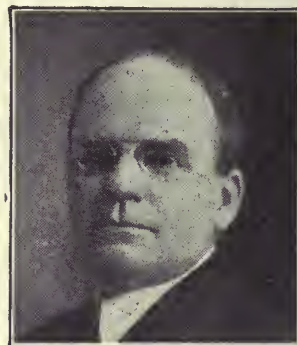


A. G. Richardson.

a saw-toothed roof, so there are absolutely no dark corners in the plant. The machinery which is now being installed is of the latest type.

A picture of Mr. Richardson, who is well known to the drug trade, is presented herewith. It will be remembered that he was until recently vice-president of the J. Hungerford Smith Company. His experience of more than twenty years in the soda-water industry, together with his strong personality and unusual capability, guarantees the success of his present enterprise.

I. C. Haskin, who was with the J. Hungerford



I. C. Haskin.

Smith Company for twenty-five years, and who until two years ago supervised the making of their products, will have charge of the manufacturing end of the Richardson Corporation. Needless to say his long experience amply qualifies him for his new duties. Durbin Richardson, who is well and favorably known to the trade, is also connected with the new organization.

President Richardson says the company will be ready to make shipments about May 1. A large number of orders have already been booked, and it seems certain that the enterprise will be a success from the start.

A RESEALABLE METAL CAP EASY TO REMOVE OR TO CLOSE.—In putting a toilet preparation, whether of the nature of a cream or a liquid, on the market, a vital point is the sealing device used. If the product is closed by means of a screw cap, the cover frequently becomes bent and is replaced only with difficulty. Frequently screw caps are almost impossible to "start." If the product is in a stoppered bottle the cork is liable to work out of the bottle, causing leakage and loss of the contents. Then, too, with a stoppered bottle, dirt and dust collect around the mouth of the bottle, leaving a nasty, unclean pouring lip.

A "Upresit" cap overcomes these difficulties. Where it is used the container is opened by simply pressing the center of the cap; it is closed by pressing on the outer edge. It cannot become loose and work off, as the principle upon which the cap is made causes it to hug the lip of the bottle or jar at all times. This feature not only prevents leakage and enables the consumer to keep the product in a fresh condition for a longer period than is possible by any other cap yet devised, but it also prevents the accumulation of dirt and dust around the pouring lip.

"Upresit" caps may be used for a number of purposes. For grape juice, mineral waters, prescription packages, toilet lotions, and cold creams, where the products are not all used at the first opening, the re-sealing feature is particularly adaptable. For beers, sodas, ginger ales, and small bottles of various kinds, the fact that no opener is necessary is a great convenience.

The low cost of "Upresit" caps is also a big factor in their favor. In quantity lots they are less expensive than good corks.

If you want to know how "Upresit" caps will add to the attractiveness and selling value of your products, write to the U. S. Metal Cap and Seal Company, 107 W. Thirteenth Street, New York City. The cap, and the easy way in which it works, is illustrated in the company's advertisement which appears elsewhere in this issue.

"Is YOUR husband an inveterate smoker, Mrs. Jiggers?"

"No; he just smokes the ordinary six-for-a-quarter kind."—*Baltimore American*.

THE thirty-first annual session of the Buffalo College of Pharmacy opens October 4, 1916, and prospective students can now secure an illustrated announcement of the various courses by addressing Frank E. Lock, Secretary, 34 High Street, Buffalo, New York.

At this school two years' study secures the degree of Graduate in Pharmacy (Ph.G.), while for three years' study the degree of Pharmaceutical Chemist (Phar.C.) or Analytical Chemist (A.C.) is offered. All courses include a large proportion of laboratory work.

HOTEL CLERK (making out his bill): "And did you take a bath, sir?"

Guest: "Vy, iss der von missing?"—*Life*.

Important to Retail Druggists

Seagers Advertising Services

For Wide-Awake

Retail Drug Stores

are bringing in business in every line, all over this prosperous country, as it never came before, and these same services will make business boom in your store no matter where you are located, what your competition, or what kind of business you want to go after.

Sign and Mail at once the coupon below and Learn about

Seagers Big Successful Drug Store Services

Only One Druggist in any locality can get them.
Don't let your competitor get ahead of you.

Seagers Silent Salesman Show Card Service

is the one satisfactory answer to the often and earnestly asked question "How can I sell my customers more goods?" These Silent Salesmen Show Cards will sell goods every hour of the day that people can get into your store. They are the strongest business-building help you can get and nearer to the real live business-getting sales clerks than any advertising that has ever been produced. This service consists of a beautiful set of Five Solid Brass Show Card Fixtures (Nickel if you wish) and every month Forty different Silent Salesmen Show Cards. It completely covers every selling need in every Drug Store. There is nothing else quite like it in all the country. Its cost is less than 10c a day. Only one Druggist in any locality can get it.

Seagers Advertising Schedule

is a real Personal Advertising Helper that plans and builds and reaches out everywhere for new business for you. Gets business you never thought of before. Keeps your store a leader in your locality as it puts you in touch with the latest and best in ideas and plans for your Advertising, for buying, for selling, for store and window trims, and furnishes you all the ideas and copy for Newspapers, Cards, Circulars, Letters; besides, you get all the extra special help you want for any advertising proposition or to overcome any emergency. Costs you less than seven cents a day. Only one druggist in any locality can get it.

FREE

Seagers Illustrating Service

is specially designed for Druggists who wish to illustrate their advertising with real illustrations of the goods they have to sell—quite different from anything ever offered before. It makes your advertisements stand right out because it shows your goods as they really are in your store. It costs less than seven cents a day, and only one druggist in a locality can get it.

FREE Sample Advertising Balloon with Patent Air-retaining valve (does not need tying), and Seagers Business Boosting Scheme, "How to Double Your Business with a Balloon Day." Free to Retail Druggists everywhere. Puts you under no obligation.

Seagers Advertising Co.,

Drug Store Advertisers.
Exclusive Services.

B.P.
2-16

1367 Broadway,
NEW YORK,
N. Y.

We are interested in
the Services marked X below
for exclusive use in our locality.

Silent Salesmen Show Card Service

Advertising Schedule

Illustrating Series

NAME

TOWN

STATE

Here is
Señor
Opportunity
Handing
You
Something!



It will henceforth not be necessary for you, Mr. Retail Druggist, to purchase stock in order to secure the agency and extra profits of

Tampa-Cuba Cigars

At their annual meeting, February 3rd, the Directors of the substantially-grown and nationally-famous

DRUGGISTS' CIGAR FACTORY

voted to discontinue the sale of stock and sell its high-class cigars to retail druggists at large.

This new plan, operated under what is called a "Purchasing Contract," is absolutely the opportunity of a lifetime, and will be cheerfully explained upon request.

We make standard sizes and shapes of all kinds, CLEAR HAVANA, MILD HAVANA, PORTO RICAN, HAVANA BLENDED and DOMESTIC, in seven different brands, at profit-saving prices.

Write to-day for full information. A copy of our handsome illustrated catalog will also be sent. This alone is worth your effort.

TAMPA - CUBA CIGAR CO.
P. O. Box 938. TAMPA, FLA.

H. B. GUILFORD,
President.

J. T. TREASURE,
Vice-President.

W. BODEMANN,
Vice-President.



C. H. HUHNS,
Chairman Executive
Committee.

E. BERGER,
Secretary and General
Manager.

A. M. FRANKLIN, formerly advertising manager of the Defender Photo Supply Company, of Rochester, N. Y., manufacturers of Vulcan film, Argo paper and Defender photo supplies, is now advertising manager of E. Kirstein Sons Company, the large optical manufacturers of Rochester.

Mr. Franklin, who is better known to his intimates



A. M. Franklin.

as "Ben" Franklin, and whose picture is shown here, is an experienced advertising and sales manager who has always given special attention to trade journal advertising and service to dealers.

I WANT a careful chauffeur—one who takes no chances."

"That's me, sir, I require references or salary in advance."—*Judge*.

LIMITING THE RUN OF CREDIT TRADE.—How to help druggists limit—if not eliminate—charge accounts is one of the objects of the "Sperry" system for promoting sales.

If credit accounts are handicapping your business, write to the Sperry & Hutchinson Co., Dep't O, 2 West 25th Street, New York City, for an analysis of your sales problems and a method of solution which will be pointed out to you by the company.

Also ask for copies of the "Business Builder" and "The Verdict," two booklets which show the way to more profitable business by a system which turns credit customers into cash ones.

HUB: "Well, it takes two to make a quarrel, so I'll shut up."

Wife: "That's just like a contemptible man. You'll sit there and think mean things."—*Boston Transcript*.

PURE WATER AT A LOW COST.—Ordinary water may contain carbon dioxide, inorganic salts, organic matter and bacteria, any of which render it objectionable for making preparations or filling prescriptions. To remove these impurities recourse is had to distillation.

But even distilled water if improperly prepared or stored is unsuitable for use. Condensed steam from boiler pipes, sometimes used, is an objectionable substitute as it is generally contaminated with oil from the boiler and iron from the pipes. Distilled water bought in quantities is also objectionable as it is liable to take up impurities from the air on standing.

Therefore, for laboratory purposes water should always be freshly distilled in a manner that will secure an absolutely pure product.

The automatic water still manufactured by the John Trageser Steam Copper Works, 447-457 West Twenty-Sixth Street, New York City, is specially designed for distilling water with the least trouble and at the lowest cost. The still is built of copper, the lower section is made in one piece, the interior surfaces are lined with pure block tin, and the coil in the condenser is of pure block tin pipe. There is nothing about it to corrode or rust.

A Trageser Still, especially for druggists' use, that will deliver one-half gallon of pure distilled water every hour, weighs but 7 pounds and takes up a space of only 11 by 35 inches. It requires no special installation and can be set up on a shelf over a gas burner. A small stream of water led to the condenser will feed the still automatically. The price is \$18.00 f. o. b., New York.

"I'll admit that my handwriting is almost illegible," said a buyer whose order we could not understand, "but once when I had written a friend a note about a horse he afterward assured me on his word of honor that he had taken it to a drug store and had it filled."—*Curtainology.*

MORE and more is the public demanding daintiness and refinement in the drinks at the soda fountain.

"Fluted" soda straws provide the finishing touch for a carefully prepared drink served in a sparkling glass. They exactly resemble the natural rye straw having the same fluted fibre and golden gloss. An additional point of appeal is the sanitary manner in which they are made—untouched by hand and sterilized by heat.

If you are not familiar with the quality of "Fluted" straws the Coe Manufacturing Co., 35 B. Warren Street, New York City, will send you a sample box on request.

BURTON had just purchased a fine old vase, and was endeavoring to impress his visitors with its antiquity.

"Ah, it's a beauty! It belonged to General—er—General—er—what's his name?"

"Oh, ah, yes," said a sarcastic friend, coming to his aid. "General Dealer, wasn't it?"—*Snap Shot.*



The Purest of ALL Fountain Drinks

Clean—Wholesome—Satisfying

Cultivate your customers' taste for a drink with that snappy taste of red cherries, and you will be amazed how it will popularize your fountain in *all* seasons.

One of these handsome Dispensers will attract attention. It is positively sanitary. And it measures a drink that returns you four cents profit on every glass. Display the attractive dispenser on your front counter—it will encourage sales on the drink that makes you the most profit.

Cherryallen's 28th Big Year.

THE ORIGINAL RED TAME CHERRY SYRUP.

A BIG NEW OFFER FOR 1916—ONLY \$15.

Cherryallen Syrup Dispenser
Four gallons Allen's Red Tame Cherry
One Dozen Cherryallen glasses
Advertising Helps

Total list price \$33.75. Special price \$15.

**YOUR NET PROFIT \$34.20 AND
THE DISPENSER IS YOURS.**

**ALSO THREE OTHER BIG OFFERS.
ASK ABOUT THEM.**

CHERRYALLEN

*appeals to all tastes—
an invigorating, health-
ful, all-year-round bev-
erage. You can safely
give the kids as much
as they want.*

CHERRYALLEN SYRUP

is put up
in pint
bottles
for home
use. The
delicious cherry flavor is in
constant demand. A little
advertising will build up a big
home patronage.

**ONE GALLON CHERRY-
ALLEN** and one gallon simple
syrup (which must be added)
makes two gallons Cherryallen
ready for the fountain, and
equals 256 ounces. One ounce
to a glass make 256 glasses.
256 glasses at 5c each is.....\$12.80

LESS COST:

One Gallon Cherryallen	- -	\$1.80
One Gallon Simple Syrup	- -	.35
Carbonated Water	- - -	.15 \$2.30

Net profit, each gallon Cherryallen \$10.50

256 glasses	\$10.50	4	26	cents per glass profit
	10.24		26	
	.26			
	256			

Write to-day for 1916 literature
and full information on offers.

THE ALLEN RED TAME CHERRY CO.
103 Second National Bank Bldg.,
TOLEDO, OHIO.

**PROFIT
IN EACH
GLASS**

Follow the Directions

To rid yourself of all label ills, follow these directions.

Take one

McCourt Label Cabinet

with

McCourt Gummed Roll Labels

Then, as often as a label is called for, turn to Cabinet and with one motion draw out and detach label required.

From the day you start using the McCourt System, you are permanently cured of the label drawer habit. You never suffer again from lost motion in locating label or from lost labels. You have a healthier pocketbook, too, because McCourt Labels cost less to buy than any other kind.

Write for Free Catalog with Prices

and figure for yourself how much cash you can save by using McCourt labels.

Special introductory offer to druggists—so that you may see and become familiar with gummed labels in roll form, we will send you

500 Labels for 15 Cents

printed in two colors with your firm name and enclosed in cardboard case for convenient use.

We maintain a money-saving pill and powder box service for McCourt customers—another reason for your writing us.

McCourt Label Cabinet Co.

47 Bennett St., Bradford, Pa.



CIRCLE A CORKS TO BE GIVEN FREE.—An opportunity to win 1000 Circle A Corks and distinction among the fraternity is presented by the Armstrong Cork Company.

In the company's advertisement on another page of this issue is announced a contest, the substance of which is as follows:

Each month until January, 1917, to the pharmacist or any employee in a pharmacy who, in 50 words or less, submits the best reason for using Circle A corks in prescriptions, the company will send, free of charge (express prepaid), a bag of 100 extra long Circle A corks in sizes from 2 to 6.

The winning answer together with a picture of the contestant or the store (if furnished by him when requested) will be published each month in this journal and in the various drug papers in which the company advertises.

Contestants may submit as many answers as they desire and may compete each month. Only one bag of corks, however, will be awarded to a pharmacy.

All answers to compete for the April prize must reach the Pittsburgh offices of the Armstrong Cork Company on or before March 20. This ruling will also apply each succeeding month throughout the contest. However, answers arriving after the 20th will receive consideration for the May prize.

To pharmacists little need be said concerning the quality of Circle A corks, so it is hardly necessary to mention the desirability of the awards from the standpoint of utility. But aside from this, there is also another reason that makes winning worth while.

While the many sound reasons advanced for using fine prescription corks have proved that they are a professional requisite, yet the matter of quality in corks is seemingly such a small detail that there has been a tendency to believe that, like a "Thank you," it can be disregarded with impunity. It seems clear, therefore, that the pharmacist who has studied his profession to such an extent that he can submit a superior analysis of even such a small detail as corks, will be generally conceded to have a keener conception of professional ideals.

"You say you can't pay this bill, and yet I see you riding around every day in an automobile."

"My dear fellow, that's the reason."—*Birmingham Age-Herald.*

UNDER the Federal Food and Drugs Act it is a serious misdemeanor to use essential oils the purity or quality of which is below standard. But the druggist need not test the quality of every lot of essential oil that he buys if he specifies on his orders only those bearing the label of Fritzsche Brothers, New York.

Fritzsche Brothers essential oils are carefully tested and the purity of every original package is fully guaranteed. All jobbers carry them.

"PA, what is an echo?"

"An echo, my son, is the only thing that can cheat a woman out of the last word."—*Boston Transcript.*

A STAMP VENDING MACHINE AT NO COST TO YOU.—So much has been written about the druggist's dislike of handing out postage stamps at cost that many customers hesitate to ask the accommodation. Instead they go out of their way to a postoffice or substation.

But if these people knew that postage stamps could be obtained as legitimate articles of merchandise they would gladly make their purchases at the drug store and oftentimes buy other goods.

The Schermack sanitary stamp selling device, a reproduction of which is shown herewith, is an attractive, ornamental machine that takes the sanitary sealed rolls



of stamps exactly as they come from the postoffice and sells them out at a profit of 25 per cent. The customer simply inserts a nickel, turns the crank and receives four clean one-cent stamps (or a couple of twos) direct from the government roll. The total net earning is \$3.75 for a single filling of the machine.

If, however, you wish to serve preferred customers with stamps at face value, a special device incorporated in all machines makes it possible for you to do so.

It costs you nothing to have the Schermack Service in your store. You simply divide the profits with the manufacturers. A coupon attached to ad, elsewhere in this issue, of the Schermack Company, 16th Floor, Kresge Building, Detroit, Mich., will bring you complete particulars.

Better mail it to-day.

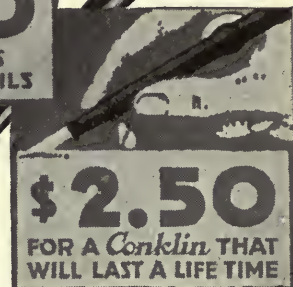
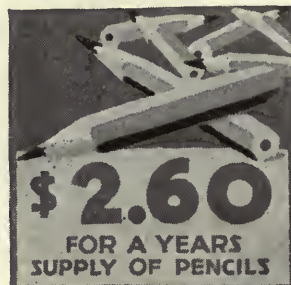
INDIGNANT CUSTOMER: "Barber, why did you drop that steaming towel on my face?"

Barber: "Because it was too hot to hold, sir."—*Boston Globe.*

SILENCE of operation is but one of the reasons why the L. C. Smith & Bros. No. 8 typewriter is claimed to be the favorite of many stenographers. In addition, the "Silent Smith" has other conveniences appreciated by the busy operator, including such features as a variable line spacer, a decimal tabulator, ball-bearings throughout, etc.

To read more about it ask the L. C. Smith & Bros. Typewriter Co., Syracuse, N. Y., for its new illustrated catalogue.

WHICH?



Instead of pencils and steel pens, use

Conklin's
Self-Filling
Fountain Pen
NON-LEAKABLE

The above design will head all of our March magazine advertisements in the *Saturday Evening Post* and other publications. It illustrates just one angle of our country-wide appeal to the consumer this year.

How will it help you?

Your possibilities for the sale of fountain pens are limited only by the number of people who write. To help you turn the "possibilities" into "sales" is the object of our great 1916 *educational* advertising.

This big all-the-year campaign will roll up a tremendous sentiment in favor of fountain pens, and particularly CONKLIN PENS. The ads will reach one out of every five homes in *your city*.

We have worked out a campaign of support that will help you bring these readers in your city to *your store*.

Write us for the plan and for interesting data on how to sell to corporations, banks and other firms.

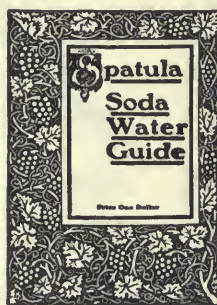
The Conklin Pen Mfg. Co.
173 Conklin Bldg., Toledo, Ohio, U. S. A.



Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for subscribers of the *SPATULA*. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us \$1.00 (Foreign 5/6) for a new subscription to the *SPATULA* and will ask for it, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, \$1.00 (Foreign 4s.); with *SPATULA* 1 year, \$1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½x7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with *THE SPATULA* 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with *THE SPATULA* 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for *Spatula Soda Girl* in colors on card-board, sample copy of *Spatula* and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

"THE DRUGGISTS' CIGAR FACTORY."—It should be a source of pride to the drug trade generally to know that in the city of Tampa, Florida, far-famed for its wonderful cigar industry, one of the largest, best, and busiest cigar factories is owned entirely by druggists of the United States.

This is the plant of the Tampa-Cuba Cigar Company. The splendid new factory, as illustrated here, stands a substantial and impressive monument to the power of intelligent coöperation and the importance of



New home of Tampa-Cuba Cigar Co.

the cigar business in connection with drug-store keeping.

Besides the new factory, a picture of the old one is also shown here. These original quarters were outgrown in less than four years! The company was founded in September, 1911, and active operation began in February, 1912. The results of the first year of operation were an output of 4,000,000 cigars and the payment of a cash dividend of ten per cent.

The second year's production was 8,000,000 cigars and the ten per cent cash dividend was repeated. At the end of the third year the production had reached 10,000,000 cigars, and the shareholders received a stock dividend of fifty per cent.

The new factory affords every facility for vastly increasing the company's output. It is a building of three stories and basement, 40x175 feet. Part of the basement is occupied by the United States bonded warehouse, where the Cuban tobacco is kept under the vigilant eye of a government inspector.



Tampa-Cuba cigarmakers at work.

The Tampa-Cuba Cigar Company is one of the most successful coöperative enterprises ever established. There are two good reasons for this. The first is that the principle of its organization is sound. Druggists sell lots of cigars, and much of this business can be diverted to their own factory.

The other reason is that the management of the

organization is in competent hands. It would be difficult indeed to find a more capable or aggressive manager than E. Berger, who is directly in charge of the business. Each officer of the company and member of the executive committee is a well-known and successful druggist of long business experience. The members of this committee are: Charles H. Huhn, chairman, Minneapolis, Minn.; Fred W. Connolly, Boston, Mass.; Louis Berger, New York, N. Y.; J. T. Treasure, Salt Lake City, Utah; D. W. Ramsaur, Palatka, Fla.; W. Bode-mann, Chicago, Ill.; and Henry W. Meritt, Wilkes-Barre, Pa. H. B. Guilford is president of the company.

The fourth year's successful operation has just concluded. All of the former officers were reelected, as were the directors with the exception of T. P. Taylor, of Louisville, who stepped down in favor of his son, Horace A. Taylor, the latter now being the active head of the "Taylor-Made" chain of stores.

Plans were discussed and adopted whereby the company will considerably expand by opening up new



The old Tampa-Cuba factory.

avenues of business. There will be no more stock for sale, but an opportunity will be offered the drug trade to purchase these famous brands on what will be known as a "purchasing contract," details of which will cheerfully be explained by the company. In addition to this, plans have been made whereby all brands will be sold to dealers of cigars in general. This will, in a very short time, vastly enhance the already-established prestige and demand for all "Tampa-Cuba" brands.

It is a foregone conclusion that, when the past four years of success and progress are taken into consideration, the future development and prosperity of this substantial enterprise is more than assured.

"WHAT ruined your business?"

"Advertising."

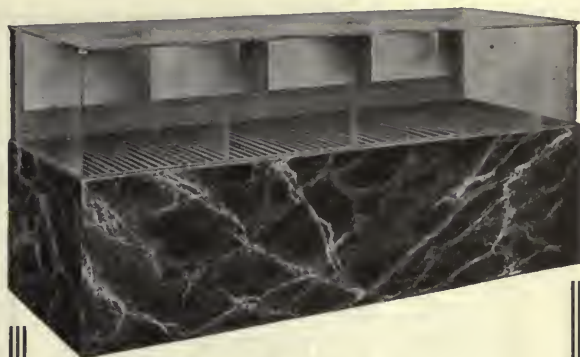
"How?"

"I let it all be done by my competitors."—*Boston Transcript.*

SOME reasons why the Marvel whirling spray syringe is a good seller:

It is well advertised, pays a good profit, and its quality is guaranteed. It is returnable for exchange if found defective and reported promptly.

The Marvel Co., 44 East 23d Street, New York City, will tell you more about it.



Old-time Selling Methods have no more Place in Business than Out-of-date Merchandise.

Modern store service demands modern methods, and the millions which are being spent for New Way equipment are coming back to the merchants in the form of increased business—gained at the expense of those retailers who have not yet changed from the old to the new. We have helped more than 3000 good merchants—shall we tell you how?

New Way Store Architects and Merchandising Experts will gladly discuss your store problems.

GRAND RAPIDS SHOW CASE COMPANY

Largest Manufacturers of Store Furniture in the World

GRAND RAPIDS, MICHIGAN

Branch Factory: LUTKE MFG. CO., Portland, Ore.
Offices and Showrooms:

NEW YORK 724 Broadway	BOSTON Harvey Bldg. Cor. Chauncey and Bedford Sts. Room 305	CHICAGO 316-18 W. Jackson Bvd.
ST. PAUL 315 Jackson St.	ST. LOUIS 1134 Washington Ave.	PITTSBURGH 928 Penn Ave.
		DALLAS 409 Scollard Bldg.

Bohner's 1916 Creation

Patent Crushed Fruit Bowl with
Automatic Hinged Glass Cover

Built for
Quick
Service

Attractive
Clean and
Sanitary



To remove cover—simply lift lid and it automatically drops to side of bowl.

To replace cover—simply lift lid and it automatically returns to place.

Non-Corroding Ladle Rest—Always Clean and Ready For Use.

Recommended and sold by the leading Wholesale Drug, Confectionery and Soda Fountain Supply Jobbers.

Order From Your Jobber

Manufactured by BOHNER MFG. CO., Chicago, Illinois

THE LINE OF LEAST RESISTANCE



STONE'S SEAMLESS STRAWS

Perfect Straws
Perfectly Packed

The Stone Straw Company

Sole Makers

Washington, D. C.

MONEY SAVED BY BUYING VICTOR SECTIONAL DRUG OUTFITS

VICTOR SECTIONAL DRUG OUTFITS supply everything in fixtures for drug stores at 10% to 20% less cost than similar outfits made to order.

These sectional outfits—richly and exclusively designed, and finished in Golden Oak, are constantly carried in stock, ready for immediate shipment. This prevents delay in filling orders—a thing that busy business men appreciate. Other finishes to order.

No matter what your store—large, small or irregular in shape—there is a Victor Combination that will exactly meet your needs.

The fixture illustrated below represents the front end of a drug store, fitted completely with our popular Victor style. Nothing more attractive can be imagined. All Victor outfits conform in every way to the high Benderscheid standard.

Write to your jobber for our catalog No. 14, containing photographs, specifications and full particulars.

BENDERSCHIED MFG. CO.

2800-2826 N. Ninth St., ST. LOUIS, MO.

The only exclusive manufacturers of Drug Fixtures and Show Cases in the United States.



THE chances are that during the next few weeks every druggist in your vicinity will have a window display devoted to the showing of spring tonics.

Do you know how to arrange a display of these goods so that your exhibit will stand out and attract the attention of possible customers.

"Window Displays for Druggists" will show you how to make such a display. It contains an illustration and description of an out-of-the-ordinary spring tonic window which has sold the goods in actual tryouts.

Clear-cut photographic reproductions of 114 other trade-pulling displays are also shown and described. In addition, there is also a chapter on "Trimming the Window," two calendars suggesting articles for display every week in the year, a collection of clever slogans for use on show-cards, and other material to help the druggist make the most of his window space.

"Window Displays for Druggists"—in its third edition, recently enlarged and improved—costs but \$1.00 post-paid. It can be obtained from E. G. Swift, P. O. Box 484, Detroit, Mich.

SOME ODD ONES.—Charlie Leedy knows of a girl who asked the druggist for 15 cents' worth of aromatic spirits of kimono. We know of one who asked for 10 cents' worth of puncture of iodine.—*Geneva Free Press*.

And we know one who was sent for powdered borax, and asked for powder'n bullets.—*Houston Post*.

That's nothing; we know one who was sent for

WARNER'S SAFE REMEDIES

In Constant Demand
Everywhere



The great popularity of these reliable remedies makes it to your advantage to keep up your stock at all times.



WARNER'S SAFE KIDNEY AND LIVER REMEDY
WARNER'S SAFE DIABETES REMEDY
WARNER'S SAFE RHEUMATIC REMEDY
WARNER'S SAFE ASTHMA REMEDY
WARNER'S SAFE NERVEINE
WARNER'S SAFE PILLS

3% on \$24.00 Quantities; 5% on \$48.00 Quantities.

SOLD BY ALL WHOLESALE DRUGGISTS.

WARNER'S SAFE REMEDIES CO.,
ROCHESTER, N. Y.

water glass and she asked the clerk for a glass of water.—*Painesville Telegram-Republican.*

An Ashtabula man was asked by his wife to get her some yarn. He took a story book home with him.—*Ashtabula Star.*

We know a man in this town whose wife was doing the family wash and complained that she couldn't get any suds, so he went out and bought her a barrel of beer, and she hasn't done any washing since.—*Brooklyn Eagle.*

SODA-GLASS holders that have become broken through rough or long-continued usage can be mended easily by the use of Solderall. All that is necessary to do is to squeeze a small amount from the collapsible tube, apply a little heat, and the holder is soldered securely.

Solderall is a pure tin solder combined with a non-corrosive flex. It can be used by any housekeeper to repair pots, pans, umbrella ribs, etc. Its wide range of usefulness and its ease of application creates a steady demand for it.

In display cartons of one dozen packages Solderall costs \$4.00. It is made by the Emenar Co., Ind., 44 E. 23d Street, New York City, and is sold by all jobbers.

"I CAN'T say I like your new tooth-paste."
"That's shaving-cream."—*Yale Record.*

POMPEIAN OLIVE OIL ALWAYS FRESH

DOCTORS recommend Pompeian—its merit has won the endorsement of hospitals all over the country—for Pompeian—finest quality olive oil—is *always fresh.*

¶ The enlightened purchasing public is now, at last, face to face with the fact that olive oil cannot remain sweet and pure indefinitely—as tinned vegetables. They realize that olive oil is a commodity that should be handled with the same care as dairy products.

¶ Fresh eggs, fresh butter, sweet milk—and Pompeian Olive Oil—the up-to-date housewife places them in the same category. For the Pompeian Company—proud of its product and solicitous for the welfare of its consumers—jealously protects the sweetness of Pompeian Olive Oil.

Write for our book of selected salad recipes mailed free to any address

FULL MEASURE TINS

Gallons Half-Gallons

Half-Pints Pints Quarts

THE POMPEIAN COMPANY

GENOA, ITALY BALTIMORE, U. S. A.

THE STANDARD IMPORTED OLIVE OIL

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.
Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway



NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

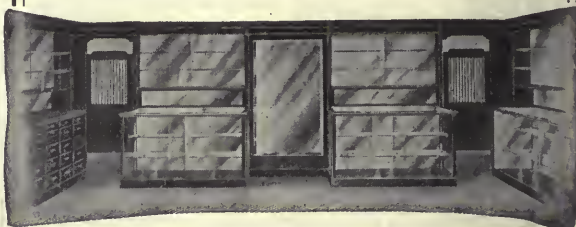
Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL
POINT IN MODERN
MERCHANDISING



We Manufacture Complete Store Equipment

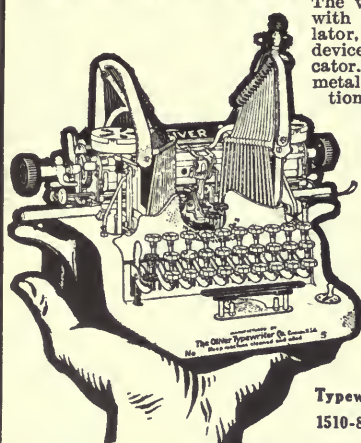
WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.

SAGINAW, MICH.

Amazing Bargain!

Every druggist needs this **Genuine Standard Visible Oliver Typewriter** that feeds labels and writes medical symbols.



The very latest Model 5, with back spacer, tabulator, color writing-ruling device, disappearing indicator. Nothing lacking—metal case, tools, instruction book. Life guarantee. We have sold 28,000.

FREE TRIAL

No Advance Payment

Send a little bit each month until our very small price is paid. No interest—no red tape. Mail the coupon for our amazing Bargain Offer and FREE Typewriter Offer Book to-day. No obligation. No salesman to call and urge you to buy. Just information that benefits you. Write now!

**Typewriters Dist. Syndicate
1510-89P Wabash Ave., Chicago**

Mail This for All the Facts

**Typewriters Distributing Syndicate
1510-89P Wabash Ave., Chicago**

Gentlemen: With the understanding that I am not purchasing anything or obligating myself in any way, you may send me your bargain offer on "Druggist's Model Oliver."

Name.....

Address.....

(320)

GLOVER'S Imperial Dog Remedies are constantly advertised to dog owners and their popularity is attested to by the fact that their sales exceed those of all other manufacturers combined.

To help you get your share of this business the manufacturers will furnish pamphlets bearing your imprint, show cards and transparencies, all charges prepaid. Address H. Clay Glover, V.S., 118 W. 31st Street, New York City.

CITY MAGNATE (to young husband): "Why has your wife decided to give up the European trip she was contemplating?"

Young Husband: "She happened to hear somebody say that travel broadened one."—*Royal.*

ANNUAL MEETING OF THE A. D. F. I. Co.—The annual meeting of the American Druggists' Fire Insurance Co. was held in Cincinnati on February 15-16. The year 1915 was the most successful in the history of the company. The annual reports show that during the year the company wrote insurance amounting to \$16,713,716.13. On December 31, there was insurance in force amounting to \$16,593,854.63. During the year 1915 the A. D. F. I. Co. saved its policyholders in their premium cost the sum of \$57,295.06. On December 31, 1915, the assets of the company were \$423,322.14. Liabilities other than Re-Insurance Reserve \$6,106.50.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

Re-Insurance Reserve \$73,484.53, leaving a net surplus as to policyholders of \$343,731.11, and making available for the protection of policyholders the sum of \$417,-215.64.

The Board of Directors declared a 10-per-cent dividend payable on March 1. It also decided upon the holding of a State agents' convention in Cincinnati, during the month of May. At this convention the company will also celebrate the tenth anniversary of its existence.

At the directors' meeting the following officers were elected: Chas. H. Avery, president; L. G. Heinritz, vice-president; Frank H. Freericks, secretary and general counsel; and Geo. B. Kauffman, treasurer. These men, together with Dr. J. H. Beal, Walter Rothwell and Dr. A. O. Zwick, constitute the executive committee.

A FARMER in a small way walked into the offices of one of our fire insurance companies and intimated that he wished to insure his barn and a couple of stacks.

"What facilities have you for extinguishing a fire in your village?" inquired the superintendent of the office.

The man scratched his head and pondered over the matter for a little while. Eventually he answered, "Well, it sometimes rains."—*Tit-Bits*.



GOOD LIGHT

IS AN

ABSOLUTE NECESSITY

to the well-appointed drug store! Good light, from modern lighting fixtures, makes the whole store look cheerfully up-to-date, invites people to come in, shows goods at their best.

SUN Semi-Indirect LIGHT

Gasoline (Hollow Wire System)

is what you need! First semi-indirect fixtures using gasoline. Abundant, beautiful light from new and decorative fixtures. Clean; convenient; cheaper than gas, electricity, acetylene or kerosene.

Also new fixtures for direct lighting and styles for Gas and Electricity.

Get interested in "Sun" Light—it means business! Get the Free "Sun" Light Book, liberal terms to agents, pictures of lamps, special premium offers.

SUN LIGHT CO.,

1611 Market St., Canton, O.



Now!

Never was there such a demand for Capable Opticians as now.

Not alone to fill positions, but to occupy fields which are yearning for Optometrists who have been trained to FIT GLASSES RIGHT.

Our methods, Our Course and Our Faculty are the BEST.

We teach everything pertaining to a Practical Optical Education.

Write for particulars.

CORRESPONDENCE AND ATTENDANCE COURSES.

Northern Illinois College of Ophthalmology

G. W. McFatrach, M.D., Pres.

MASONIC TEMPLE.

CHICAGO, ILL.

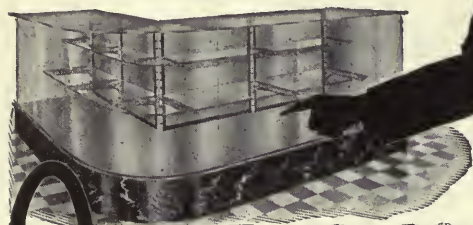
"Just what I want!"

Stores which we have equipped with QUINCY SPECIAL SHOW CASES have developed a lot of brand new "Just what I want" business—from goods they had all along—only customers didn't know it.

DON'T let your customers go out because of poor facilities for display. A postal will bring you our big 200 page CATALOG 22 (with 282 illustrations), showing Quincy Special equipment. If you care to send details about your store and rough pencil floor plan with measurements, we will gladly advise you, free, as to the best way to meet your store's requirements.

Send for
CATALOG 22 anyway

Quincy Specials
make more sales



Quincy Show Case Works
Quincy, Ill.

"Here's 48c for nothing"-

except anticipating your needs.
Order a \$6 stock of

KONDON'S
CATARRHAL JELLY

and we will give you a special eight per cent discount. You can't lose on this. If the goods don't sell, we pay you back in full. But they will sell, for this is the greatest season in Kondon's 25 years of success.

ORDER TO-DAY

KONDON MFG. COMPANY
Minneapolis, Minn.

Here Are the Rapid-Fire Guns in the Candy Business!



Known all over the country, guaranteed pure and delicious, these candies are quick and profitable sellers. Get them and let your customers know you've got them!

Necco Wafers Hub Wafers
Chase Lozenges
Necco Lozenges Penny Rolls
Canada Peppermints

Our line of mottoes is simply irresistible to the kiddies, and any of our 500 varieties, including chocolates, pan work, gum work and hard candies, will make your cash register ring merrily. Talk "Necco" with your jobber, or write

**NEW ENGLAND
CONFECTIONERY CO.**
Boston, Mass.



THE latest catalogue issued by the Puffer Manufacturing Company shows how Puffer "sealed" construction insures "winter conditions within the fountain all the year round."

It illustrates a variety of soda fountains that are designed to meet every demand.

It explains why Puffer fountains—made from stone, metal, vulcan and cork—are durable and economical to operate.

Your copy of the 1916 catalogue will be forwarded if you write to the company at 51 Portland Street, Boston, Mass., and mention the BULLETIN OF PHARMACY.

"My husband tells me that he was out late last night with your husband."

"That isn't so. I want you to understand that my husband was out with your husband."—*Detroit Free Press.*

FRUIT TABLETS are essentially a summer confection, not only because of their excellent keeping qualities in hot weather but also because they are cooling and refreshing to the eater.

You cannot have a more inviting candy display in the summer-time than a row of jars containing fruit tablets of various flavors, temptingly arranged on your show case or counter.

Robertson's Fruit Tablets are made in twenty-five

"MAKING GOOD."

The crowning glory of man's achievements comes in perfecting some service that is of real benefit to his fellow men.

For fifteen years we have been sole owners of the Brenard Manufacturing Co.

During these fifteen years we have been devising business-building plans for retail merchants, ever striving to make them more simple in their operation, and more positive in their result-getting qualities.

And after these fifteen years of striving there comes to us that satisfaction of having perfected a business-building, profit-getting plan that is of real service to merchants.

This plan as we have it perfected to-day will increase your business from 20 to 75 per cent. It will raise a lot of ready cash quick. It will overcome mail order competition. It will collect outstanding accounts.

If you want a big increase in your business this year—if you want more profit, write us to-day asking for full particulars.

BREARD MFG. CO.

IOWA CITY, . . . IOWA.

different flavors, such as are seldom found except in the original fruit. If your jobber cannot supply you write to Robertson-Bradshaw Company, New York City.

"How was it that physician made such a hit with Cholly?"

"Told him he was sure he had something on his mind."—*Baltimore American*.

INFANT and ear-and-ulcer syringes that can be safely sold to customers with your personal guarantee that they will give long and thoroughly satisfactory service are illustrated in the ad of the Faultless Rubber Co., Ashland, Ohio, which appears on another page of this issue.

"Faultless" syringes are made by the manufacturers of Faultless "Wearever" rubber goods, the quality of which is well known to druggists in general.

The advertisement shows the various sizes and styles and also quotes prices on the entire line. It will be well worth your while to turn to the ad now.

"THAT stranger seems disappointed, with life in the Far West."

"I guess it doesn't look enough like a moving-picture scenario."—*Louisville Courier-Journal*.

THE EMERSON PNEUMATIC HAIR BRUSH

A GOOD MONEY MAKER FOR YOU



Cools the Head
Light and Durable
Absolutely Sanitary
Creates a Healthy Scalp
Recommended by Physicians

Sold by Leading Jobbers throughout the United States. Send for Samples and Price Lists.

H. P. EMERSON & CO.,

33 Kingston St.,

BOSTON, MASS.

'FLUTED' SODA STRAWS

Dainty drinking tubes that reflect the refinement of your soda service.

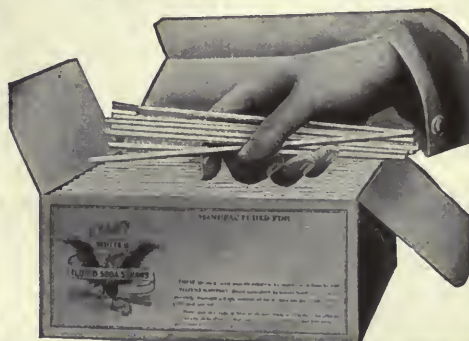
They exactly resemble the natural rye straw, having the same fluted fibre and the same beautiful golden gloss.

Untouched by hand and sterilized by heat, "FLUTED" STRAWS are the acme of perfection in drinking tubes.

Sample box on request.

COE MANUFACTURING CO.

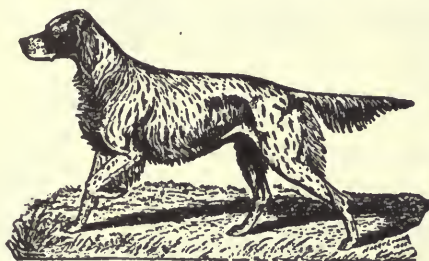
35 B. WARREN ST., NEW YORK.



GLOVER'S

IMPERIAL

DOG REMEDIES



You should stock and sell them. They are constantly advertised, their sales amounting to ten times those of all other manufacturers combined.

Pamphlets bearing imprint, show cards, signs and transparencies supplied, all charges prepaid.

H. CLAY GLOVER, V.S.

118 W. 31st St., - - New York City.

"Wherever there is a case of enfeebled digestion, there is a case for Benger's Food."



*For Infants, Invalids,
and Aged Persons,
and all whose digestive functions
have become weakened by accident,
pain or illness.*

¶ Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.

*Druggists' sample, with literature
mailed free. Showcards and advertising
material on application to*

BENGER'S FOOD Ltd., 92, William St., NEW YORK.

(Headquarters—MANCHESTER, ENGLAND)

Distributing Agents: **E. FOUGERA & CO.,**
90, Beekman Street, NEW YORK.

8 U.S.

(Made in U. S. A.)

LOVE'S

FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

IN 5-POUND BOTTLES
12 Bottles to the Case

Advertising Matter Included.

F. S. Love Manufacturing Co.

Confectioners,

JOHNSTOWN, - PA.



DETROIT BRANCH OF THE A. PH. A.—The February meeting of the Detroit Branch of the American Pharmaceutical Association was devoted to discussions of the Harrison antinarcotic law and the Stevens price-maintenance bill.

Arthur L. Buzzell, assistant editor of the BULLETIN OF PHARMACY, took up the requirements of the Harrison law and explained in detail several rulings, made by the Treasury Department, the interpretations of which are giving the druggists of the country considerable trouble.

John H. Webster, a prominent Detroit druggist and a member of the legislative committee of the Michigan State Pharmaceutical Association, gave a history of the Stevens bill and showed what its passage is intended to do for the retail merchant.

Lively discussions, entered into by most of those present, indicated that the subjects were of decided interest to the members.

It's safe to call a doctor's attention to the smoothness and uniformity of your ointments if they are ground in a Day Ointment Mill.

Day Mills grind ointments of various kinds into a smooth mass that is free from grittiness or unmixed particles. They are made in one-, two-, and four-quart sizes and can be run by hand or power.

Let the J. H. Day Co., Cincinnati, Ohio, quote prices on the size suited to your needs.

PEERLESS BRAND

CORKS

Manufactured expressly for the
Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

"RAPID-FIRE GUNS of the confectionery world" is a synonymous term for Necco Wafers. Their eight delicious flavors and their attractive appearance, backed up by constant advertising, have given them a nationwide popularity.

Your customers will buy these confections of guaranteed quality if given an opportunity. Just ask your jobber for Necco Wafers in glazed paper wrappers. If he is unable to supply you write direct to the New England Confectionery Company, Boston, Mass.

"BREVITY is the soul of wit," observed the sage.

"Maybe," replied the fool, "but I never feel very witty when I am short."—*Milwaukee Sentinel*.

It costs only two cents a gallon to make distilled water with the Stokes automatic water still. Bought from wholesalers, or from distilled water producers, the water costs from five to ten times that amount.

Are you interested in cutting the cost?

Then write to the F. J. Stokes Machine Co., Philadelphia, Pa., for descriptive literature.

TEACHER: "Johnny, if four men are working eleven hours a day—"

Johnny: "Hold on, ma'am. Nix on them non-union problems, please."—*Puck*.

Make Your Milk of Magnesia Show Bigger Profits.

Make it yourself. A troy ounce of Mattison's Magma Magnesia (Calcined) plus 15 ounces of pure water makes the purest Milk of Magnesia you have ever sold in your store—and it has cost less than quarter the price you pay for the bottled Milk already prepared.

The Use of **MATTISON'S MAGMA
MAGNESIA** (Calcined)

will enable you to build up a big Milk of Magnesia business quickly and the greater profits will make it worth your while. More people should know the value of Milk of Magnesia as a household remedy. Here is your opportunity to start a campaign in your own neighborhood and reap the profits yourself. Remember that making your own saves more than three-fourths the cost and increases your PROFITS by FOUR. Order a pound through your jobber or send 10 cents for an ounce by mail, if you want to try it that way first.



KEASBEY & MATTISON CO.

World's Largest Manufacturers
of Magnesia Products.

AMBLER, - PA.

**1000
CIRCLE A
CORKS
FREE**
Each
Month
Until
January
1917



TO the pharmacist or any employee in a pharmacy who, in 50 words or less, submits the best reason for using Circle A Corks in prescriptions, we shall send, free of charge, (express prepaid) a bag of 1000 Extra Long Circle A Corks in sizes from 2 to 6. The winning answer together with a picture of the contestant or the store (if furnished by him when requested) will be published each month in the various drug journals in which we advertise.

Contestants may submit as many answers as they desire and may compete each month. Only one bag of corks, however, will be awarded to a pharmacy.

All answers to compete for the April prize must reach us before the 20th of March. This ruling will also apply each succeeding month throughout the contest.

A sample package of regular length Circle A Corks in sizes from 2 to 6 will be mailed for 20c in coin or stamps. However, it is not necessary to send for a sample package to enter the contest.

Armstrong Cork Company
113 Twenty-third Street Pittsburgh, Pa.

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.



A Paying Plan

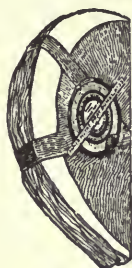
Keep a bottle of PLUTO WATER at the fountain, display it at the counter and in your window. Serve a wineglassful in the ordinary soda glass, and fill up with charged water. It's a reliable laxative, will be frequently called for, and brings a big profit. The dose costs you about 2c, and you charge ten to fifteen cents for it, according to the location of your store.

The plan works—it pays! Place your order at once.

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana

PRAT-DUMAS FRENCH FILTERING PAPER



We are the sole
agents for U.S.A.
for this famous
brand, and you can
be sure of obtain-

ing the original-
genuine by
looking for our
blue guarantee
stamp.



SOLE AGENTS
E. FOUGERA & CO., INC.

90 BEERMAN ST., NEW YORK
INSIST ON THE GENUINE

FIRST golfer (to clubmate who has just been trimmed wofully): "Well, what's your handicap?"

Second golfer: "Honesty, mostly!"—*Judge*.

SODA FOUNTAIN INFORMATION.—Did you receive the booklet "Peaceful Preparedness" recently mailed to all druggists and confectioners by the American Soda Fountain Company, the manufacturers of the American Innovation?

In January the company issued a calendar-booklet showing 100 Innovation Soda Fountains installed in towns and cities all over the country. In February this calendar was followed by another booklet containing 101 more illustrations of soda fountains. If you have an Innovation perhaps your own fountain is shown in one of the two books. If you haven't an "American" you may need a new fountain and these booklets will help you make a selection. The two booklets give a very wide range of sizes, shapes and capacities of soda fountains and they show fountains in every type of store.

Still more recently the company has issued a new catalogue of low-priced, set-up soda fountains. The catalogue has large illustrations, and each apparatus is fully described.

On another page of this issue, the American Soda Fountain Company advertises its new marble super-structures. It seems logical that marble should be used in constructing the soda fountain refrigerator and

EASY TO SELL

Because it is a reliable, quick-acting Laxative that is pleasant to take and has no bad after effects.

EX-LAX

The Sweet Chocolate Laxative

has become a self-selling staple that makes satisfied customers and allows the Druggist a handsome profit.

EX-LAX MANUFACTURING COMPANY

29-31 DeKalb Avenue

Brooklyn, N. Y.

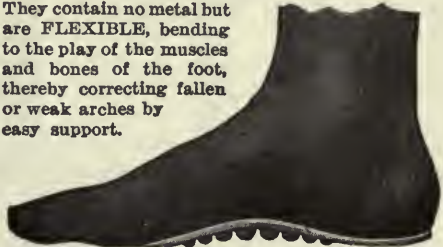
CHICAGO OFFICE:
208 N. 5th Ave.

SAN FRANCISCO OFFICE:
1119 Fillmore Street.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

backbar. Marble construction has been the standard of all first-class soda-fountain workboards for years.

To any one wishing something really up-to-the-minute, these all-marble fountains are recommended. A fine one is shown in the advertisement in this issue—others are shown in the "New Departure Catalogue" already referred to.

If you are interested in a new apparatus, better write and ask for literature. The company's address is 271-281 Congress Street, Boston, Mass.

"How much are your four-dollar shoes?" asked the smart one.

"Two dollars a foot," replied the salesman, wearily.—*Judge*.

In the reading pages of the BULLETIN this month five druggists tell how they display their "own-make" preparations, and, as one of the requirements for the successful display of the line, two of the writers state that attractive packages are decidedly essential.

A means for giving the finishing touch to these packages is found in the products manufactured by the Consolidated Fruit Jar Co., of New Brunswick, N. J. The line includes Allen telescopic and Kent patent tops for cans and tooth powder bottles, talcum powder tops and plain and decorated collapsible tubes. The company will quote prices if you want to learn the cost of finishing your preparations attractively.

DISTILLED WATER

AT

2c Per Gallon

Guaranteed By

STOKES

AUTOMATIC

WATER STILLS

Price Only \$18.

F.J.Stokes Machine Co.

PHILADELPHIA, PA.



Worked Wonders for Miss Annie Mule



Drop Brick In Feed Box-It Will Do The Rest

I am entirely out of BLACKMAN'S MEDICATED SALT BRICK. If not already shipped, please hurry forward my order of the 18th. I sell some of your brick every day. Last Monday I sold 10. Last Saturday I took orders for 1½ dozen to be delivered when they came in. One man took a dozen, another man four. I could have sold more if I had had them in stock.

After they are once tried, everybody wants them. PALACE DRUG CO.
Merit, Tex., March 24, 1914.

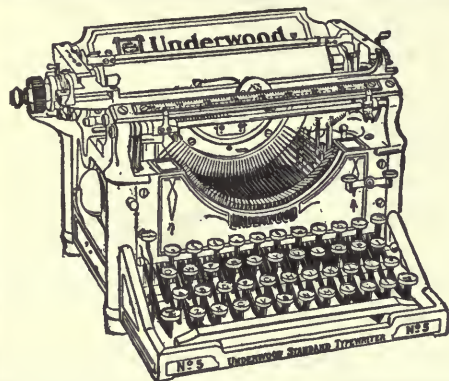
Delivered price, \$5.00 per case of 30 brick. Quantity discount 2% on 2 cases; 5% on 5 cases; 8% on 10 cases; and 10% on 20 cases. Half of the above discounts west of the Mississippi River and south of Jacksonville, Fla.

Our Medicated Salt Brick is a big success that repeats and never quits repeating.

We will write up mailing lists of 50 names of stock owners for each case ordered, up to 10 cases.

Why not sell it? It's a money-maker.

BLACKMAN STOCK REMEDY CO.
CHATTANOOGA, TENN.



Rent an UNDERWOOD

WHY?
BECAUSE

It's the easiest typewriter to learn and operate.

It is used by the largest corporations.

It has held the International Speed and Accuracy trophy for ten years.

It is endorsed by all experts and world's champions.

"The Machine You Will Eventually Buy"

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

To the average customer the quality of a preparation is quite often judged by the appearance of the container. He assumes that if the package is a good one, the contents are also likely to be good.

That is one of the reasons why the American Can Company says "good containers are a necessity, not a convenience."

American Cans are adapted to a variety of uses and their merits will be fully explained if you write to the company at its New York, Chicago or San Francisco office.

HEWITT: "What sort of a fellow is he?"

Jewett: "Well, he will never have to say to his conscience, 'How you have grown.'"—Judge.

SPECIFYING "Trefoil" corks on orders to jobbers is one way of getting prescription stoppers that are crumble-proof and free from imperfections.

"Trefoils" are manufactured by the R. W. McCready Cork Company, Chicago Ill.

"JONES is in the hospital very much run down."

"Nervous prostration or automobile?"—Baltimore American.



Prepare Against Waste by Using the GEM WASTE PAPER BALER

and turn your waste paper into paper dollars! Why burn your waste paper when it is worth from \$9 to \$15 per ton?

Our Gem baler is capable of making a 100 lb. bale, and is simple, strong, durable, and efficient, occupying small floor space; guaranteed for five years, will last a lifetime.

300 names of paper mills sent free with each baler. We also manufacture smaller and larger balers. Send at once for catalogue No. 42.

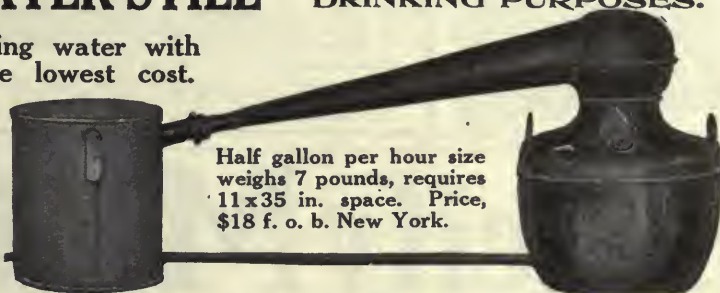
THE GEM MANUFACTURING CO., BASCOM, OHIO

Read: "Turning Waste into Cash," in the January number of this publication.

AUTOMATIC WATER STILL FOR LABORATORY OR DRINKING PURPOSES.

Specially designed for distilling water with the least trouble and at the lowest cost.

The still is built of copper, lower section of one piece, interior surfaces are lined with pure block tin, coil in condenser is of pure block tin pipe. Nothing to corrode or rust. Insures pure water.



Half gallon per hour size weighs 7 pounds, requires 11x35 in. space. Price, \$18 f. o. b. New York.

JOHN TRAGESER STEAM COPPER WORKS, 447-457 W. 26th St., NEW YORK.

ATTRACTIVELY arranged window displays of reliable merchandise are useless—unless the windows are so lighted that the attention of people in the street is drawn to the goods. Poorly-lighted windows cause people to pass by without glancing in, while brilliantly lighted ones impel attention and make sales.

Edison Mazda C Lamps brilliantly illuminate store windows and do it with less expense than any other type of incandescent lamp. Their use is an economy, not an expense.

You can get these new gas-filled lamps at your lighting company or the nearest Edison agent. Or if you prefer, ask the Edison Lamp Works, of the General Electric Company, Harrison, N. J.

"Yes, mum, shot right through 'ere I was."

"Oh, but that is impossible; the bullet would have gone straight through your heart."

"Me 'eart was in me mouth, mum."—*London Mail.*

WARNER'S SAFE REMEDIES are popular sellers, and to get out of any of them is likely to mean lost sales and consequent lost profits.

Wholesale druggists everywhere give extra discounts of 3 per cent on \$24 lots and 5 per cent on \$48 lots of Warner's Safe Remedies. If your stock is low you can effect a saving of \$2.40 by purchasing a \$48 quantity.

All About The Harrison Law

We have just printed a booklet entitled "Observing the Harrison Law." What the druggist must do to conform to the act and the rulings is made very clear. Every point is covered in detail. Troublesome questions are clearly explained. Everything is carefully classified and indexed so that one may turn quickly to any phase of the subject that he is particularly interested in. Sent for 25 cents, post-paid.

E. G. SWIFT,

P. O. Box 484.

Detroit, Mich.

DIGALEN**PANTOPON
SEDOBROL****THIOLOL
LAROSAN***now available***AT THE SAME PRICE** *as before the war***The Hoffmann-LaRoche Chemical Works,****NEW YORK.****"ROCHE"****THE LOCK-STUB CHECK SYSTEM****of Controlling Soda Fountain Receipts. Used only
where a cashier is employed.**

It quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for the customer—no more sticky and slimy checks. Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. **THE LOCK-STUB CHECK COMPANY,** 22 Quincy St., Chicago.

Specify **MERCK'S**

on your orders**READ THIS OFFER****AND SHARE PROFITS WITH US ON****OXYNOLEUM****THE ORIGINAL OXYGEN OINTMENT
FOR EVERY EXTERNAL AILMENT.**

For a limited time we will give two tubes FREE with each dozen tubes of OXYNOLEUM. Price \$2.00 per dozen, less 10 per cent. We will also furnish FREE one of our handsome metal signs which is not only ornamental but also a good business-getter. Write us to-day.

BI-OXOL CHEMICAL CO., 94 John Street
NEW YORK CITY
(Successors to BIOFLAM MFG. CO.)

THE BARNSTEAD STILL**MAKES CHEMICALLY
PURE WATER.****THE DRUGGIST'S STILL**

Capacity One Gallon per Hour

Nickel-plated, - - - - - \$25.00

THE DRUGGIST JUNIOR

Capacity One-half Gallon

Copper finish - - - - - \$15.00
Nickel finish - - - - - \$16.00

WRITE FOR INFORMATION

**BARNSTEAD WATER STILL CO. 51 CHARDON ST.
BOSTON, MASS.**

A \$50,000 ORDER.—The National Cash Register Company, Dayton, Ohio, has just announced the largest single sale of National Cash Registers ever made in America.

The order, which was received from the Jordan-Marsh Company, of Boston, calls for sixty-five 1916-model registers. Almost \$50,000 is involved in the deal.

When the new registers are installed, this eastern department store will have almost 100 "Nationals" in its equipment, in addition to the electrical stamping credit system which is marketed by the Dayton concern.

The cash registers will be used in all departments in connection with the credit system, thus eliminating a large force of inspectors, reducing overhead expense and quickening service. Clerks will be enabled to give their undivided attention to customers, wrapping their own packages and making their own change.

The Jordan-Marsh Company, it is announced, placed the big order only after many months of investigation. Shortly before the holidays the Company installed fourteen high-grade registers in order to give them a thorough try-out during the rush of the busy season. The results accomplished were so satisfactory that the big order quickly followed.

"If I HAD my way," said the positive woman, "I'd make every unmarried man pay a special tax."

"What would be the use?" rejoined Miss Cayenne. "Any man who can dodge matrimony would surely succeed in dodging his taxes."—*Washington Star*.



ALL-GLASS TOP SHOW CASES

Ornamental. Practical. Inexpensive.

Boost your sale of small articles by using All-Glass Top Cases. Utilize space that otherwise is wasted. Display your goods on a direct line with the customers' eyes. Increase your "turn-over," avoid the accumulation of dead stock.

Used and indorsed by leading druggists throughout the country. Constructed entirely of plate glass cemented together. More substantial than your floor cases. The best medium for displaying small articles you have ever tried.

CATALOG AND PRICES ON APPLICATION

THE COLUMBUS SHOW CASE CO.

COLUMBUS, OHIO.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York



ROBERTSON'S FRUIT TABLETS

Keep indefinitely, but SELL so readily after once tried that their keeping qualities are rarely tested.

There's a lot more to the cost of genuine fruit tablets than the mere price per pound.

ROBERTSON CANDY CO. ROBERTSON-BRADSHAW CO.
NEW YORK CITY.

"Yes, grandma, I am to be married during the bright and glad some yuletide."

"But, my dear," said grandma, earnestly, "you are very young. Do you feel that you are fitted for married life?"

"I am being fitted now, grandma," explained the prospective bride sweetly. "Seventeen gowns!"—*Louisville Courier-Journal.*

MEAD MILLS for crude drug grinding are used extensively by manufacturing chemists, drug and pharmaceutical houses and manufacturers of proprietary medicines.

Mead Mills grind by impact and require less power than other mills of similar capacities. They are simple in construction and very durable.

An illustrated catalogue, fully describing them, will be sent upon request by Mead & Co., 20th Street and M. C. R. R., Detroit, Mich.

"WHAT makes you so anxious for old Simlin to be a candidate for office? He never was such a great friend o' yours."

"I know it," replied Farmer Cornloss. "Si's been gettin' along altogether too quiet and easy. I want to see him trotted out an' put in line fur a lickin'."—*Washington Star.*



OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

Rapid
AUTO PEN
SPEED and UNIFORM
LETTERING GUARANTEED

The Perfect
SINGLE
STROKE
medium for
Lettering
PRICE
TICKETS,
SHOW
CARDS,
ETC.

Manufactured in 76 sizes and styles. Special introductory offer—6 pens and 2 shades Lettering Ink, with complete instructions, prepaid \$1.00. Catalog free.

THE NEWTON AUTOMATIC LETTERING PEN CO.
Dept. R, PONTIAC, MICH., U. S. A.

Young's Victoria Cream

MADE IN TOLEDO

BUFFALO COLLEGE OF PHARMACY OPENS OCT. 4

its 31st Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph.G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A.C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now." FRANK E. LOCK, Phar. M., Secretary.

IF YOU WOULD EARN MORE, YOU MUST LEARN MORE.

Retailers, wholesalers and chemical laboratories are constantly looking for bright men to add to their pay roll. These positions are open from the Atlantic to the Pacific. If you would secure one of them in the pharmaceutical line, it is necessary for you to have a pharmaceutical education. The course offered by THE PRACTICAL DRUGGIST INSTITUTE is one you take at your home. You do not give up work, as the entire time on the course can be done at night.

This Institute has been established for more than eighteen years, and has graduated students in every state in the Union and a number of foreign countries. If you intend taking the State Board examinations, our course is the best quiz offered.

A sample lesson and full particulars sent on request at no expense to you.

Address THE PRACTICAL DRUGGIST INSTITUTE,
53 Gold Street, New York.



You can confidently
recommend

DR. KUKAY'S DENTAL CREAM

\$14 a Gross or 161% Profit
Less to Pay—Sure to Sell.

KUKAY & SONS CO., 1947 Broadway,
NEW YORK.

POPULAR FOR NEARLY A CENTURY

PLANTEN'S (TRADE MARK)
C & C OR BLACK
CAPSULES

REGISTERED IN U. S. PATENT OFFICE.

AN OLD CELEBRATED REMEDY FOR MEN
BEWARE OF COLORABLE IMITATIONS.

U. S. Court of Appeals recently sustained our rights to the exclusive use
the trade marks C & C and C & C or BLACK.

H. PLANTEN & SON (Founded 1836)
BROOKLYN, N. Y.

ELEVATORS

FOR ALL PURPOSES.



We Make
HAND ELEVATORS, POWER ELEVATORS, DUMB-WAITERS, INVALID HOISTS, BOX HOISTS, ETC.

Write for information and prices.

Sidney Elevator Lift Co. Mention this Journal Sidney, Ohio.

THE next session of the Northwestern School of Pharmacy, Chicago, will open September 25. This is one of the leading schools of pharmacy and is said to be the first to offer a systematic laboratory course in prescription filling. Special attention is given to this feature and the laboratory is especially well equipped.

A pamphlet entitled "Typical Illustrations in Pharmacy" will be mailed to those addressing C. W. Patterson, Secretary, 2431 S. Dearborn Street, Chicago, Ill.

ONCE there was a lazy servant who wished she was rich.

So a fairy appeared and gave her a lamp.

"Rub that lamp," explained the fairy, "and you can have what you want."

But the lazy servant was not impressed.

"It's just a scheme to get the brasswork polished," she yawned.

And so her fortunes remained as they were.—*Louisville Courier-Journal*.

"MANUFACTURED expressly for the finest prescription trade"—Peerless brand corks.

Ask your jobber, or the J. H. Paddock Co., Bush Terminal, N. Y.

BIBLICAL REFERENCES TO PHYSICIANS.—According to a writer in the *Chemist and Druggist*, biblical reference to the physician and his work are not particularly numerous, neither are they particularly flattering. In Genesis physicians are referred to only as "embalmers," a little too suggestive of undertaking to be agreeable; Job has a reference to "physicians of no value," by which he probably referred to the "irregulars" of his day; three of the texts are versions of the saying

THE NEW METAL SOLDER THAT BUILDS BUSINESS!

SOLDERALL comes in collapsible tubes. Squeeze a little out—apply a little heat and you have a perfect job of soldering. Every housekeeper can now repair pots, pans, etc. Solderall is a pure tin solder combined with a non-corrosive flux. Ready for instant use. Its quality and convenience means a steady repeat business.

1 Doz. in Display Carton: Price, \$4.00.

Order from your Jobber.

THE EMENAR CO., Inc., 44 E. 23rd St.,

NEW YORK CITY.

**TANGLEFOOT**

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure.

Catches 50,000,000,000 Flies Each Year

about them that are whole and need not the physician; two refer to the woman who had "suffered many things of many physicians," which Luke (himself a physician) softens to "had spent all her living on physicians." Luke, by the way, is the only Evangelist who quotes the proverb, "Physician heal thyself." This Evangelist figures in the only really complimentary text, "Luke, the beloved physician;" and there is even here nothing to show that it was his profession that made him beloved. It was Dean Swift, who preaching before the Royal College of Physicians, took for his text, 2 Chron., xvi, 12-13: "Yet in his disease he sought not to the Lord, but to the physicians. And Asa slept with his fathers," which decidedly suggests the connection of cause and effect.

UHL ART STEEL fountain chairs and tables combine daintiness of appearance with great strength of construction. They are designed to withstand constant usage and will last much longer than tables or chairs made from wire or strap iron.

An illustrated catalogue tells how Uhl Art Steel products are made and shows the variety of styles and sizes offered to the trade. Ask your jobber for a copy, or write direct to the Toledo Metal Furniture Co., 3204 Dorr Street, Toledo, O.

A FEW days after a farmer had sold a pig to a neighbor, he chanced to pass his place and saw his little boy sitting on the edge of the pig pen, watching its new occupant.

"How d'ye do, Johnny?" said he. "How's your pig to-day?"

"Oh, pretty well, thank you," replied the boy. "How's all your folks?"—*Harpers*.

"I'M only a poor, ragged tramp, mum, but I still cling to my ideals."

"Indeed," said the housewife; "and what are your ideals?"

"The principal one is this, mum: I believe the world owes every man a living."—*Birmingham Age-Herald*.

NORTHWESTERN UNIVERSITY**SCHOOL OF PHARMACY**

Offers courses of instruction leading to the degrees of Graduate in Pharmacy (Ph. G.) and Pharmaceutical Chemist (Ph. C.).

To qualify for admission a complete high school course is required.

This School was the first to offer a systematic laboratory course in prescription filling. Ample laboratory facilities; complete equipment.

Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during the last two years.

Next session opens Sept. 25, 1916.

Write for pamphlet "Typical Illustrations in Pharmacy."

Address C. W. PATTERSON, Secretary

2431 South Dearborn Street, - - CHICAGO

HIGGINS'

Drawing Inks
Etching Inks
Engraving Inks
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.



Are the Finest and Best Inks and Adhesives

Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mrs.

Branches: Chicago, London.

271 Ninth Street,

Brooklyn, N. Y.

Sal Hepatica

\$2.00 \$4.00 \$8.00 Per Doz.

Gastrogen Tablets

\$4.00 \$24.00 Per Doz.

Clinton Cascara Active

\$2.00 \$10.20 Per Doz.

All Jobbers

Bristol-Myers Co.

New York



WHICH ONE IS THE BEST INVESTMENT?

Cleanliness, neatness and carefulness mean PROFIT; dirtiness, slovenliness and carelessness mean LOSS.

"WEISSFELD" COATS on your Clerks are a small but immensely Profitable Investment. We offer 25 styles, 40 patterns. All materials thoroughly shrunk. Express charges prepaid to all points. Samples and instructions for measuring FREE. Absolute satisfaction in Quality, Workmanship, Fit and Style Guaranteed or Money Refunded.

M. WEISSFELD MFG. CO., 253 E. Market St., Philadelphia, Pa.

Note the Name—no connection with any other firm



Catnip Ball For Sale Everywhere.



Trade Mark
Pat. Reg. U.S. Pat. Off.

DR. A. C. DANIELS, Inc., Boston, Mass.

Manufacturers of Horse, Dog and Cat Remedies.

AMUSING
and an Exerciser.

A Toy for Cats, in a box of Catnip, beneficial to the health of any cat or kitten. Cats can't let it alone. Will last for years. On sale at most Drug, Bird or Toy Counters.



ESTABLISHED 1887

THE "WALKEASY" ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED

GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

F. E. BRODT'S SYRUP PEPSIN

50c SIZE AT \$2.00 PER DOZEN

Push our preparation and make two hundred per cent profit. Guaranteed to you in every way.

Most Wholesale Druggists will supply you; if not mail your order direct to us.

AMERICAN PEPSIN COMPANY
SCOTTSBURG, IND., U. S. A.

BROWN'S BRONCHIAL TROCHES

The Increasing Demand

for this old and well known remedy for Coughs, Hoarseness and Loss of Voice, means increasing profits for you. The New Trial Size Box to retail at 10c is making many new users. Have you stocked it? Regular sizes as usual, to retail at 25c, 50c and \$1.00.

John I. Brown & Son,
Boston, Mass.



CRÈME ELCAYA

THE

Pace Maker

IN

Price Maintenance

Classy Stores Get Big Trade



Make your store up-to-date. Folks with soda dimes to spend are proud to bring their friends to the store that is filled with

UHL ART STEEL

Fountain Chairs and Tables

They make your store more elegant. Dainty looking but very strong. Better than wire or strap iron. Used at best fountains. Cost more than some but are worth it. Ask your jobber or write us for catalog.

The Toledo Metal Furniture Co., 3204 Dorr St., Toledo, O.

"WHAT'S the matter with young Mrs. Gadder?"
"She's broken-hearted, and says Mr. Gadder no longer loves her."

"Why does she think that?"

"She wrote a letter to Santa Claus, asking for a set of furs and gave it to him to mail."

"Well?"

"He mailed it."—*Birmingham Age-Herald.*

THE soda-water season will be at its height in a few weeks. Better prepare for it by getting a copy of the "Spatula Soda Water Guide," written by E. F. White, a recognized soda-water expert. The book contains thousands of money-making formulas and suggestions that are to be found nowhere else.

One dollar sent to the Spatula Publishing Co., 2 Sudbury Bldg., Boston, Mass., will bring this 160-page volume to you post-paid.

THE Smith family, who resided in an interior city, had one of those maids of the invariably heavy hand. Not long ago, the town experienced a slight shock of earthquake. Pictures were thrown down, furniture and crockery rattled about. During the tumult, the mistress went to the head of the basement-stairs and called out in a patient, forbearing tone:

"Well, Lizzie, what are you doing now?"—*Harper's Magazine.*



WADE'S BUSINESS STIMULATOR

DRUGGISTS are boosting their sales enormously by giving my aquariums away Free with each 50c purchase and getting their money back from the sales of fish food.

Comb. E. 144 24-oz. fish globes, 283 med. gold fish, 144 boxes 10c fish food, dip net and plant, **\$17.80**
Comb. B. 72 quart fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant, **\$10.00**
Comb. C. 72 ½-gal. fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant, **\$14.40**

We give 25 EXTRA fish if cash accompanies order. Try Comb. E, the biggest globe and fish value ever offered to the trade.

Globes by Freight.

F. O. B. Toledo, O.

Fish by Express.

J. J. WADE & CO., Toledo, O.

ANTISEPTIC
RECREO
 POWDER

SEND FOR A SAMPLE

IS THIS FORMULA CORRECT?

Stearate of Zinc, Balsam Peru and Boric Acid are the ingredients used to make RECREO a perfect healing, dusting and antiseptic powder. You know the necessity of such a powder, especially for babies in the summer-time, and with our advertising you can certainly sell lots of it. We have an especially good proposition for you. Write us at once.

RECREO MFG. CO., UTICA, N. Y.

AN ABSTERGENT FOR
 MUCOUS MEMBRANE

ALKALOL

8-oz. \$4.00 per Doz.

16-oz. \$5.75 " "

ALKALOL COMPANY, - Taunton, Mass.



HANFORD'S

Balsam of Myrrh

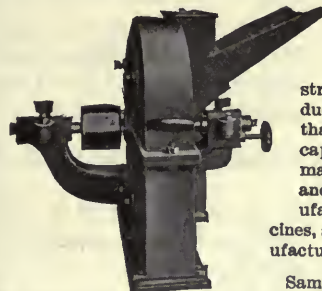
THE RELIABLE LINIMENT

Sold by all Jobbers.

G. C. Hanford Mfg. Co.

SYRACUSE, N. Y.

DRUG MILLS



Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Front View No. 1 MEAD MILL
 (smallest size)

Illustrated catalog upon request.

MEAD & CO., 20th St. and M. C. R. R.
 DETROIT, MICH.

"HALLOA, Pat! I hear your dog is dead."
 "It is."
 "Was it a lap dog?"
 "Yes, it would lap anything."
 "What did it die of?"
 "It died on its back."
 "I want to know what was the complaint."
 "No complaint; every one for miles around appeared to be satisfied."
 "Tell me what disease did the dog die of."
 "He went to fight a circular saw."
 "What was the result?"
 "The dog only lasted one round."—*Diston Crucible.*

SALCO ABSORBENT COTTON, "made from pure cotton just from the snow-white fields of the 'Sunny South,'" is put up under special process in attractive and sanitary packages. Its use among physicians, hospitals and families is constantly growing.

As a starter for turning "Salco" profits your way, write to the Southern Aseptic Laboratories, Columbia, S. C., for samples and trade prices.

SPEAKING of blood-thirst—as who has not?—the Orpheum Theater programme, Denver, carries this ad: "Don't Kill Your Wife. Let the Western Columbia Laundry Do the Work."—*N. Y. Tribune.*

A \$4.50 Self-Moistening
 Brush
 Does
 \$25.00 Worth of Dustless Sweeping

Saves \$20.00 in Sweeping Compound and Floor Oil.

30 DAYS FREE TRIAL EXPRESS PREPAID

MILWAUKEE DUSTLESS BRUSH CO.
 MILWAUKEE Ask for Offer "B," WISCONSIN

Sign—Put in Envelope—Stamp and Mail Today

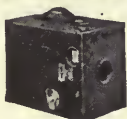
TEN DAYS' FREE TRIAL OFFER

Seneca Camera Mfg. Co., Rochester, N. Y.

Send me your 1916 \$50 Department of Seneca Cameras and Supplies, including Film and Paper. If the Cameras and Supplies do not measure up to my idea of what high-class first-grade cameras should be, I will send the department back at your expense within 10 days after receipt, and receive full credit.



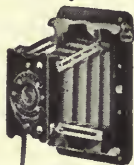
Roll Film Seneca



Scout



Folding Scout



Seneca Junior 2 1/2 x 3 1/4



Vest Pocket 1 1/2 x 2 1/4

Signed _____

Address _____ B.P. 3

PROVE THIS CLAIM

We claim that we are making the readers of this Journal the greatest offer they ever received.

For over two years the \$50 Assortments of

Seneca CAMERAS

Film,
Paper
and
Supplies

have been advertised to the trade and hundreds of druggists have taken advantage of obtaining a Seneca Agency with such a small initial order, and to the best of our knowledge every Department has made good.

The \$50 Assortment includes a number of moderate priced, fast selling Cameras, Film, Paper and Supplies. Allows a man to become acquainted with the line and gives him a chance to see for himself the profit-making opportunity offered by a Camera Department.

Nationally Advertised—Sold on the Money Back if Not Satisfied Plan

A Seneca Agency is bound to draw new trade and make satisfied customers for your store.

The selling price of the \$50 Department is \$75.43. Your profit \$25.43. Where can you make a better margin in a Department which is a real asset to your store?

Free!

This Window
and Show Case
Transfer
10x10
in Four Colors.



Send on the Coupon Today

or if you want more details write for catalog and Assortment Booklet.

Seneca Camera Mfg. Co.
303 State Street Rochester, N. Y.

COUPON FOR ASSORTMENT BOOK
Send Catalog and Assortment Booklet.

B.P. 3



THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

A YANKEE passenger in a train the other day was wearying his fellow-travelers with "tall" stories, and remarked, "We can start with a twelve-story hotel this month, and have it finished by next."

This was too much for the burly Yorkshireman who sat next to him.

"Man, that's nowt," he replied. "I've seen 'em in Yorkshire when I've bin going to work just laying the foundation-stone, and when I've bin coming home at neet they've bin putting the folks out for back rent."—*Punch*.

PARTICULAR attention is called to Chas. Pfizer & Co.'s brand of Rochelle Salt as maintaining a strict U. S. P. standard. Their Seidlitz Mixture, also, is considered by the most careful compounders of Seidlitz Powders to be a most desirable article to use, owing to its uniformity of whiteness and dryness.—*Adv.*

FIRST CLUBWOMAN: "I noticed you talking to that old bore. Did she get on to her ailments?"

Second Clubwoman: "Yes. You might almost call it an organ recital."—*Punch*.

"BELLA is very proud of her pedigree!"

"Humph! Were her ancestors Maltese or Angoras?"—*Puck*.

STUDENTS' HANDBOOK OF PHARMACY will help you pass the examination. Send 50 cents and get this book; pharmacy, materia medica, chemistry, questions and answers. Marvin E. Pate, Dept. H, Madisonville, Ky.

MRS. FLATBUSH: "My husband is a great reader."

Mrs. Bensonhurst: "Oh, a bookworm, is he?"

"Yes."

"Mine is a great fisherman."

"Oh, an angleworm, is he?"—*Yonkers Statesman*.

"Knowledge Is Power"—



and the timely Knowledge that

Antiphlogistine
TRADE MARK

is the best thing in the shop for Colds, Sore Throat, Bronchitis, Pain in the Chest—in fact every kind of inflammation—is a "powerful incentive" to the shrewd Druggist to STOCK EARLY and secure the discount on quantity—

5% on orders of \$12.00

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.

NEW YORK, U. S. A.

We can
recommend
the
proper

PEROXIDE for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously

For Prices, Formulas, etc., Inquire

THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street,

PITTSBURGH, PA.

ABE (just returned from the hospital): "Say, Isaac, that nurse you used to go up to see is sick."

Isaac: "Did she ask for me?"

Abe: "No, her mind isn't wandering. She is perfectly rational."—*Philadelphia Public Ledger*.

PEROXIDE CREAMS are quite often sought after by women automobilists as a means for eradicating freckles or tan caused by exposure to summer storms.

Do you know the proper peroxide to use in making such a combination?

If not, let the Roessler & Hasslacher Chemical Company supply a formula and quote prices on the peroxide best suited for the purpose. That company makes a specialty of recommending the proper peroxide for use in soaps, creams, tooth pastes, tooth powders and talcum powders.

The company's address is 100 William Street, New York City.

WIFE: "So you spoke to the landlord about the walls bulging. And what did he say?"

Hub: "That as it made the house larger he'd have to charge us more rent."—*Boston Transcript*.

THE LADY: "Come back, boy; that ice isn't safe."

Boy on Bank: "That ain't fair, missis. I bet him a nickel he'd fall in."—*Life*.

"How masculine Sadie has become in the last few years!"

"Yes. You know she has turned feminist."—*Life*.

"THE cook wants to borrow something from the library. Shall I let her have it?"

"Certainly. If she gets interested in a story she may stay until she finishes it. Give her one of those long English novels in four volumes."—*Louisville Courier-Journal*.

HANFORD'S Balsam of Myrrh sells rapidly at this time of the year. Is your stock sufficient to meet the demand?

Jobbers everywhere carry Hanford's in the 25 cent, 50 cent, and \$1.00 sizes.

You say your friend's business is light reading. Does he read novels for a publishing house?"

"No; he reads meters for the gas company."—*Baltimore American*.

"I FOUND a \$10 bill this morning."

"That shows you are lucky and have a gift for finding things."

"My gift stuck by me too long. Next I found the owner."—*Louisville Courier-Journal*.

Women are Thinking about Spring Clothes Now.

When the women of the Country turn their thoughts to dress, they are sure to think about Diamond Dyes. That's the time for you to be ready to supply your customers with these sure profit-makers—

Diamond Dyes

Now in the midst of the Spring dress-making period is the time that it will pay you most to make a window display of Diamond Dyes.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

THE death of Henry Dohmen of the F. Dohmen Company, wholesale druggists, of Milwaukee, Wis., occurred on Wednesday, February 23, 1916.

"PAW, what's the longest period of time?"

"From one pay-day to the next."—*Buffalo Express*.

IN the extensive advertising campaign carried on by the Eckman Mfg. Co., Philadelphia, Pa., mention is made of both sizes of Eckman's Alternative. The new size retails for \$1.00 a bottle and costs \$8.00 a dozen; the regular size, retailing at \$2.00, costs \$16.00 a dozen.

If you are not carrying both sizes of this popular seller, your jobber can supply you. Attractive literature, of sales-making effect, may be obtained upon application to the company.

LITTLE JOHNNY: "Dad, there's a girl at our school whom we call Postscript."

Dad: "Postscript? What do you call her Postscript for?"

Little Johnny: "'Cos her name is Adeline Moore."
—*The Educator*.

"THEY say George has brain fever."

"Fat chance. Can an angle-worm have water on the knee?"—*Carnegie Puppet*.

"Now, my son," said the conscientious father, "tell me why I punished you."

"That's it," blubbered the boy, indignantly. "First you pounded the life out of me, an' now you don't know what you done it for."—*Tit-Bits*.

FIRST LADY: "Strike me then—I defy yer—strike me!"

Second Lady: "Ugh! I wouldn't flatter yer by altering the shape of yer face."—*London Opinion*.

DANIELS CATNIP BALLS serve a two-fold purpose—they furnish beneficial exercise for cats and desirable profits for druggists.

Each ball is filled with loose catnip, the odor of which reaches the cat through perforations in the ball. In an endeavor to get at the catnip the animal propels the ball around the room and secures exercise that tends to keep the cat in good health.

Trade prices may be obtained from Dr. A. C. Daniels, Inc., Boston, Mass.

"WHEN she was an actress on the legitimate she got two hundred a week, and now in the movies she gets five hundred."

"Well, it's worth three hundred a week to keep any woman from talking."—*Life*.

10,000 Prescription Blanks For Ten Doctors \$8.45

For this amount you can provide ten of your doctor friends with a thousand prescription blanks printed on fine bond paper, bound in pads of 100 with or without flaps to fit cases. Leather cases with doctor's name in gold 90c each. 50,000 blanks for fifty doctors, \$35.35.

Printing for druggists is our specialty. We would like to send you samples of our full line of Prescription Blanks, Drug Envelopes, Stationery, Delivery Envelopes, Remittance Blanks, etc., etc.

Write for Samples to-day.

THE STILLWATER PRINTING COMPANY, Inc.
DRUGGISTS' PRINTERS. **WARREN, PA.**

"Now why deliberately irritate the cook, my dear?"

"It is necessary, John. She has to whip some cream."

"What of that?"

"She will make a much better job of it if she is mad."—*Louisville Courier-Journal*.

"I ASSURE you, madam, my ancestors came over with the first settlers."

"Very likely. We had no immigration laws then."—*Baltimore American*.

ABSOLUTE satisfaction is guaranteed to every Hotel Statler guest because, as proprietor E. M. Statler states, "If I fail to satisfy a patron it may mean the loss of an indefinite number of profits on his future visits to Buffalo, Cleveland, and Detroit—as well as profits which he controls or influences."

That's why "the guest is always right" at Hotels Statler, and why those hotels are steadily growing in favor with members of the traveling public whose journeys take them to Buffalo, Cleveland, or Detroit.

REDD: "He ran into something the first day he got his automobile."

Greene: "What?"

"Debt."—*Yonkers Statesman*.

"Yes, sir, in case we were invaded your home would not be safe; your house might be destroyed, your wife and children——"

Pacifist: "Say no more; I'll call up my insurance agent at once."—*Life*.

YOUR PROFITS—are you sure that you are figuring them correctly?

If not, Harry B. Mason's newest book, "The Druggist and His Profits," will set you right. It tells in the first place how a man may know exactly what his business now yields him; in the second place it tells him what his business should yield; and in the third place it tells him how to make the yield what it ought to be. Every phase and department of the druggist's business is thoroughly considered, and methods for making a detailed and systematic improvement all along the line are given.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send "The Druggist and His Profits" to you, post-paid, upon the receipt of \$1.00.

WILLIS: "Did you ever read the story of the sword of Damocles? Just think of a man sitting through a whole meal with a sword above him suspended by a single hair."

Gillis: "Bah! He isn't in it with the woman who can dance serenely all evening with her whole wardrobe depending on a dinky little shoulder-strap."—*Fun*.



VORTEX SANITARY SERVICE



For
ICE CREAM SODAS, SUNDAES,
HOT and COLD DRINKS.

VORTEX PAPER CUPS are sealed without glue, are tasteless, odorless, sanitary and attractive.



No Glasses to Break
No Glasses to Wash
No Glasses to Dry

The
VORTEX
Individual
Service

No Sloppy Conditions
No Hot Water
No Extra Expense

Consisting of Metal Holders and Paper Inserts, which must be used one in connection with the other, is fully covered by patents.

Write your jobber and if he won't supply you write us.

**THE VORTEX MFG. CO.,
CHICAGO.**



"I WONDER how Flubdub can afford an auto. Don't you?"

"No, I don't wonder how he can afford an auto. I know he can't afford an auto. But how do gazaboos like him manage to get hold of autos? That is what flabbergasts me."—*Louisville Courier-Journal*.

"I NEVER knew a man yet who wanted to listen to other people's troubles."

"Then I guess you've never known any lawyers."—*Boston Transcript*.

SIX THOUSAND DRUGGISTS have already made use of the Nujol window display to help them to cash in on Nujol national and local advertising. The display reminds the public that the store is Nujol headquarters and brings in many a customer whose attention has been called to the product by the nation-wide publicity accorded it.

If you haven't tried the sales-creating power of a Nujol window as yet, mail the coupon attached to the ad of the Standard Oil Company, Bayonne, New Jersey. The display will be sent you, prepaid.

STRANDED MOTORIST: "Could I 'phone a garage from your place?"

Obliging Neighbor: "Waal, I ain't got no telephone, but I could give ye a postal card."—*Puck*.

"WHAT kind of an apartment did the singer get?"

"I suppose nothing less would satisfy her than a suite thing in A flat."—*Baltimore American*.

MRS. FLUBDUBB: "At our ladies' bridge club this afternoon it was really so quiet you could have heard a pin drop."

Mr. Likewise: "A coupling-pin?"—*Puck*.

It's none too early to bring Tanglefoot, the non-poisonous fly destroyer, to the front. One fly killed in April means that thousands will not have to be destroyed later.

All jobbers carry Tanglefoot.

"I HEAR, Tommy, you saved a life in the war."

"Hi did, sir."

"How did you do it, Tommy?"

"By not hinlisting, sir."—*Boston Transcript*.

THE suffs should get Herbert Caveness, of the Chanute (Kansas) *Tribune*, to write their campaign arguments. Herbert points out that Lady Eglantine, the champion hen, is valued at \$100,000, but there isn't a rooster in the world that'd bring one-tenth of that amount.—*New York Tribune*.

A SAFE AND PALATABLE LAXATIVE FOR CHILDREN

Mrs. Winslow's Soothing Syrup

ABSOLUTELY NON-NARCOTIC

DOES NOT CONTAIN OPIUM, MORPHINE, NOR ANY OF THEIR DERIVATIVES

FORMULA IS PLAINLY STATED ON EVERY BOTTLE.

MEETS THE REQUIREMENTS OF ALL FEDERAL, STATE AND MUNICIPAL, FOOD AND DRUG LAWS. CAN BE SOLD THROUGHOUT THE WORLD.

Send for Some of our High-class Advertising Matter.

Anglo American Drug Co.

215-217 FULTON ST., - - - NEW YORK.

GILLET: "How many people work in your office?"

Perry: "Only one. He came today. The others have been with us some time."—*Life*.

"Don't cry, Willie! Grandpa will play Indian with you."

"B—but you won't do any good. Y—you're scalped already."—*Judge*.

STIMULATING business by the giving away of gold fish aquariums with each 50 cent purchase has been adopted successfully by hundreds of druggists. The scheme costs practically nothing to operate for the druggists get back the cost of the aquariums by selling the fish food necessary to keep the goldfish alive.

Complete details and prices of the various goldfish combinations that may be obtained are to be found in the ad of J. J. Wade & Co., Toledo, Ohio, which appears on another page of this issue.

Turn to the ad now and learn of the possibilities that this method of merchandising holds out.

HOTEL CLERK: "Is this \$1,000 bill the smallest thing you have about you?"

Departing Guest: "I am afraid it is."

Clerk (to bellboy): "Here, take this bill to one of the waiters, and ask him to change it."—*Judge*.

THE following committee has been appointed by the Philadelphia Branch of the American Pharmaceutical Association to help arrange for the entertainment of A. Ph. A. members during the Atlantic City meeting this summer: W. L. Cliffe, E. Fullerton Cook, C. Mahlon Kline, H. K. Mulford, F. M. Apple, and Samuel C. Henry.

ARTIST: "Mr. Gibbs, I would like in painting this portrait to study your wife's face in repose."

Patron: "Then you'll never get a speaking likeness."—*Baltimore American*.

BUYING Weissfeld coats for your clerks is a small investment which returns large dividends. Customers will purchase more freely when the salesmen attending them are clean, neat and careful in appearance.

Weissfeld coats are made in 25 styles and are offered in 40 different patterns of thoroughly shrunk materials. They are guaranteed to give absolute satisfaction in quality, workmanship, fit and style.

Samples of the materials used and instructions for measuring may be obtained by addressing the M. Weissfeld Mfg. Co., 253 E. Market Street, Philadelphia, Pa.

SOMEBODY ought to call attention to the public-library sign, "Only low talk is permitted here."—*Boston Globe*.

THE LAST WORD IN METAL CAPS!



To open "press" center

Stock
sizes:
25—35
45—55
65 & 75
MILLI-
METRES.
in
DIAMETER



To close "press" outer edge

Write for
free sample
and further
information
==
Its simpli-
city will
surprise
you

THE "UPRESSIT" CAP is sure to revolutionize the cap industry. It will positively replace the present screw cap and other forced closures which are so difficult to remove and which leaves the mouth of the bottle or jar in such an unsanitary condition. It thoroughly protects the contents of the package and is easily removed.

Upressit
TRADE MARK REGISTERED

U. S. Metal Cap & Seal Co.
107 W. 13th St., New York, N.Y.

THE "UPRESSIT" CAP costs less than good corks and gives much better results. The entire top of the bottle or jar is covered, keeping it sanitary and clean. It cannot become loose and work off as the cap hugs the "lip" and preserves its contents. It avoids those unclean pouring lips so common in substances of an oily or volatile nature.

"You seem deeply attached to your little playmate."
"Her doll saved my doll's life," explained the doctor's daughter.

"How was that?"

"She consented to a transfusion of sawdust."—*Louisville Courier-Journal*.

"How can she marry him, knowing that he's dissipated?"

"But his fortune isn't."—*Boston Transcript*.

BESS: You interest me strangely, Jack—as no other man ever has.

Jack: "You sprung that on me last night."

Bess: "Oh, was it you?"—*Judge*.

THE Pitkin Chemical Company, Newark, New York, specializes in the manufacture of dental cream, cold cream, massage cream, etc., in packages bearing the druggist's own label. Why not ask the company to quote you prices?

FARMER GREENE: "So you think this here highway should be improved, jedge?"

Judge Brown: "Why, certainly. If we had a road here that motorists could speed on, it would almost pay for itself in fines!"—*Judge*.

EXPERIENCE is de best teacher," said Uncle Eben, "but gittin' arrested ain' no way to study law."—*Washington Star*.

DUBES: "Will your wife kiss you before strangers?"

Bubbs: "Sure. Why should she kiss strangers, anyhow?"—*The Buss Boy*.

"Rush" days at the fountain make imperative a plentiful supply of clean sparkling glasses.

Whitall Tatum Company soda and mineral tumblers—strong and durable—are of smooth and regular finish, presenting a most attractive appearance. The line is a carefully selected one embracing high-grade glasses, both thick and thin, with capacities ranging from 6 to 14½ ounces.

Illustrations of the various glasses and prices to the trade are to be found in the ad of the Whitall Tatum Co., 410-416 Race Street, Philadelphia, which appears on another page of this issue.

"In a New England village I entered the main street department-store one afternoon and said to the clerk at the book-counter:

"Let me have, please, the letters of Charles Lamb."

"Post-office right across the street, Mr. Lamb," said the clerk, with a naive, brisk smile."—*Illustrated Sunday Magazine*.

Very Significant!

OUT in Logan, Utah, is located the headquarters of a chain of five drug stores—all of them successful establishments.

The name of the concern is Riter Bros. Drug Co., and the branch drug stores are located in near-by towns in Utah and Idaho.

Just the other day the manager of the company ran across a copy of our new book entitled "The Druggist and His Profits." As soon as he read it he sat down and ordered five copies at once, to be mailed to the five managers of his stores.

The men who conduct these chain-store enterprises are ever on the alert to cut down their expenses as much as possible, and to make their profit-showing at the end of the year what it ought to be. They are all of them keen students of business.

"The Druggist and His Profits" will be sent post-paid to any druggist or clerk for \$1.00.

E. G. SWIFT,

P. O. Box 484,

Detroit, Mich.

MOTORIST: "Do you know of any one around here who has a horse for sale?"

Resident: "You might try over at Corntassel's place—I sold him one yestidday."—*Puck*.

"How did Christmas go off at your place?"

"As usual. Christmas eve we wrapped all the presents we gave, and Christmas day we rapped all the presents we received."—*Life*.

E. FOUGERA & Co., INC., 90 Beekman Street, New York City, are the sole United States agents for the favorably-known Prat-Dumas French filtering paper.

The blue guarantee stamp of Fougera & Company is on each package and identifies it as the original and genuine imported product.

AUNTIE: "Well, Tommy, what have you learned in school to-day?"

Tommy: "How to whisper without moving the lips."—*Chicago Herald*.

"RECOVERED from your attack of the grip, old man?"

"Not entirely."

"Why, you look as well as ever."

"Yes, but I owe the doctor \$15."—*Boston Transcript*.

"A GOOD healthy laugh is better than medicine," remarked the cheery citizen.

"Yes," replied the fearfully calculating person. "But a druggist won't charge you near as much for a little medicine as it is liable to cost to see a genuinely funny show."—*Washington Star*.

ARTIFICIAL LIMBS, trusses, crutches, elastic hosiery, abdominal supporters, arches for flat feet, shoulder braces, hospital supplies, etc., are illustrated and described in the catalogue issued by the George R. Fuller Co., 230 Andrews Street, Rochester, N. Y.

Sending for the catalogue will enable you to quote prices and obtain profitable business from buyers of that class of merchandise.

HE: "Of course you understand, Betty, that our engagement must be kept secret."

SHE: "Oh, yes, dear. I'll be sure and tell everybody that."—*Boston Transcript*.

"SOME of our cannon are disappearing," remarked the Lieutenant.

"Well, things will disappear when you have careless help," responded the lady who was going over the fort. "I find that a great trouble about keeping house."—*Louisville Courier-Journal*.

YESBERA TOLEDO

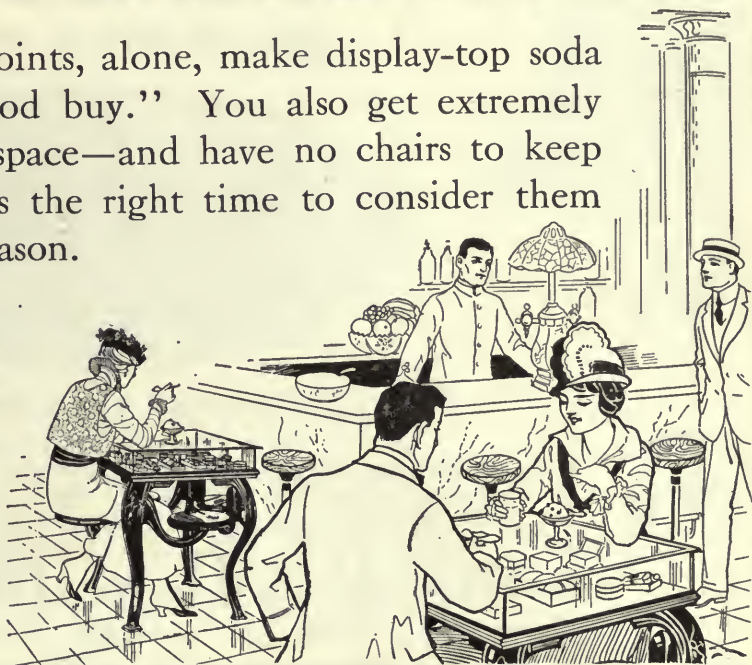
They Improve the Store and Increase Serving Capacity.

THESE two points, alone, make display-top soda tables a "good buy." You also get extremely valuable display space—and have no chairs to keep in order. This is the right time to consider them for the coming season.

YESBERA Display-Top Soda Tables are made in several styles and sizes. Write for catalogue and booklet on "How To Make Your Soda Tables Sell as Many Sundries as an Extra Clerk." Send a post-card to-day.

YESBERA MFG. CO.

2278 Albion St.,
TOLEDO, OHIO.



HERE is a little one-act drama extracted from an article in the *St. Louis Drug Club Booster*. Give it a moment's serious consideration:

Customer: I want a package of Oolong cigarettes.
Dealer (taking change): Thank you. (Exit customer.)
Customer: I want a bottle of Jim Crow Cough Syrup.
Dealer (taking cash): Thank you. (Exit customer.)
Customer: I want a box of Magneto Chocolates.
Dealer (returning change): Thank you. (Exit customer.)
Three wonderful chances lost.
Chances for what, you ask?
Chances for salesmanship.

"Running mates" might not have been sold. And then again they might have been. Nobody knows.

WHEN customers see Vortex paper cups in use for dispensing sodas and sundaes they know that the fountain owner is giving sanitary service and that every drink served is delivered in a container which is free from germs or contamination of any kind.

The Vortex individual service consists of metal holders and paper inserts, which are used one in connection with the other. Each Vortex paper cup is sealed without glue and is tasteless, odorless, sanitary and attractive.

With Vortex service there are no glasses to wash or dry, breakage is eliminated, the sloppy condition of the fountain is minimized and serving expense is cut down materially.

If your jobber can't supply Vortex cups write the Vortex Mfg. Co., Chicago.

DRUGGIST: "Something for a headache? Certainly, will you drink it now?"

"No; but I'll need it in the morning. I'm entertaining an out-of-town customer tonight whose wife is a prohibitionist."—*Life*.

THE Walrus Company, through its California distributors, the Langley & Michaels Co., of San Francisco, reports the sale of a very elaborate soda fountain outfit to the Hollister Drug Co., Honolulu. Mr. and Mrs. Hollister of that firm were recently in San Francisco, principally upon the mission of buying a soda-fountain outfit, and after looking over the situation for several days they decided that the Walrus fountain was the one best suited for their purpose.

This is but one of a number of outfits that the Walrus Company has marketed in Honolulu through its San Francisco distributors.

"I KNOW a fellow who is unusually successful in handling the grip."

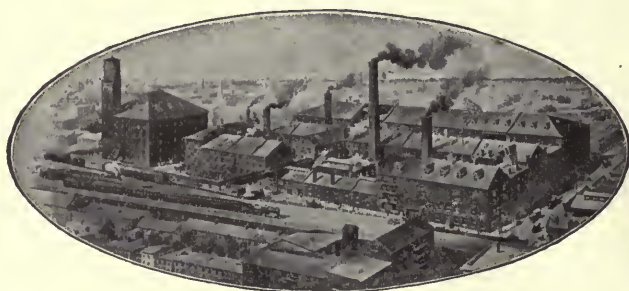
"Is he a doctor or a bellhop?"—*Baltimore American*.

"MRS. GIDDIGAN's baby cried the other day, when she wanted to take it from the nurse a moment."

"Yes, the poor little dear is afraid of strangers."—*Judge*.

P
W
R

FOUNDED 1818
Powers - Weightman - Rosengarten Co.
Manufacturing Chemists



NEW YORK PHILADELPHIA ST. LOUIS

MORPHINE SULPHATE, Flakes or Cubes STRYCHNINE and Salts CODEINE and Salts
QUININE SULPHATE and other Salts MERCURIALS. ACID CITRIC. ACID TANNIC
POTASSIUM IODIDE, Crystals or Granular ETHER, U. S. P., FOR ANAESTHESIA

BISMUTH SUBNITRATE

WHITE

BULKY

TASTELESS

COMPLETE LIST ON REQUEST.

SPECIFY "P-W-R ORIGINAL PACKAGES."

"PLEASE stop at Regent Street!" said the passenger inside the bus, curtly.

"Right, sir!" replied the conductor, obligingly.

Presently he rang the bell, and the bus stopped in the middle of a wide and very muddy street.

"Here you are, sir," said the conductor.

"Can't you drive a little closer to the curb?" growled the fussy passenger as he prepared to alight.

"Right, sir!" said the conductor again. Then he shouted loudly to the driver: "Pull up closer to the pavement, Bill! The gent cleans his own boots!"—*Tit-Bits.*

JUDGING from the number of inquiries received, readers of the BULLETIN OF PHARMACY cannot always obtain leeches readily.

These can be obtained from the Standard Specialty House, Scranton, Pa., of which Feuerstein Bros. are the proprietors.

The company offers to furnish free information regarding the best method of keeping leeches to all druggists who request it. Write for prices on leeches and obtain this information.

"WHAT do you think of a man with a rip in his coat and only three buttons on his vest?"

"He should either get married or get a divorce."—*Liquid Bottler.*

"DOES he pay his alimony promptly?"

"No; I have as much trouble in getting money out of him as if I were married to him."—*Judge.*

MORE than 3000 progressive merchants have installed New Way equipments in their stores. They have found that the money spent in equipping their establishments to give modern store service is coming back to them in the form of increased business—gained at the expense of competitors who have not changed from the old methods.

New Way equipments are manufactured by the Grand Rapids Show Case Company, Grand Rapids, Mich. The store architects and merchandising experts employed by this concern are ready to discuss your store problems and to show you how modern methods of display will materially increase your sales.

Why not write for this advice to-day? It may be the means of making 1916 the biggest year ever. Ask for catalogue "D."

"OUR childhood ambitions are seldom realized. Life with me is just the reverse of what I thought it would be."

"How so?"

"I thought I was going to set the world on fire, and now I make my living selling insurance."—*Louisville Courier-Journal.*

DETROIT, MICH.

McGRAW ACCOUNT REGISTER COMPANY

DETROIT, MICH.

SPECIAL HALF PRICE 30-DAY ADVERTISING OFFER \$75.00 FOR \$37.50!

Protect Your Accounts Against Fire!

The McGraw Steel Clad Asbestos Fire-proof Register is filled with 4-ply air-cell asbestos.

It is not a makeshift but *real* protection against fire. At the close of business it takes only 10 seconds to close and lock your register, and if your store burns (*which might happen any night*) your accounts will be safe. An account register that does not protect your accounts against fire is dangerous and worse than nothing. You pay good money to insure your stock of goods. It is even more important to insure your accounts *and it does not cost one penny to insure them with the McGraw in use*. Just think for one moment what it would mean to wake up in the morning and find your accounts burned! You would lose hundreds of dollars.

I have had your Register one month to-day and I have checked up my month's business in 5 minutes, where last month it took me a whole day. My work is finished at night when I lock the store. The old way I worked nights and Sundays to keep up what I now do at every change. I remain yours, C. E. JARVIS, GEN'L MGR., WEST SOUND, WASH.

"Do not know how I got along so long a time as I did without it. Thanking you for square dealings."—P. G. STONE, BROWNING CENTER, VT.

"It has taken the place of a bookkeeper, which saving alone has paid for it several times over."—WM. ANDERSON GROCERY CO., DETROIT, MICH.



McGRAW ACCOUNT REGISTER

Price \$75.00

Holds 200 Accounts.

We also make larger and smaller ones.

OUR GUARANTEE

The McGraw Account Register is sent out on a 30-day actual use test, under a positive guarantee to be the best method ever devised for keeping accounts.

Try it out side by side with any other make, regardless of price, and if we do not make good, return at our expense.

Could an Offer be More Fair?



McGRAW REGISTER CLOSED.

Try It Out

Sign and Mail the Order Blank to-day. You can not lose. We take all the risk. Use it 30 days. **FREE**

McGRAW ACCOUNT REGISTER CO., Detroit, Mich.

Ship via Freight, as soon as possible, f. o. b. Detroit, One McGraw Account Register, at \$37.50. 200 account capacity.

To be returned at your expense within 30 days from arrival at my R. R. Station if not satisfactory. Otherwise I will keep the Register and pay 5 easy monthly payments of \$7.50 each—total \$37.50.

Signed.....

Town.....State.....

VISITOR: "How delighted you must have been when you heard your husband had won the V. C."

Scotch Wife: "Oh ay! I was pleased enough, but I wasna surprised. He stood up to *me* once!"—*Punch*.

"ARE you getting any of the war-order business?"

"Yes, indeed. We've sold two sets of dishes and four rolling-pins to Mrs. Jiggs within the last fortnight."—*Buffalo Express*.

THE Keasbey & Mattison Co., of Ambler, Pa., says: "A troy ounce of Mattison's Magma Magnesia (calcined) plus 15 ounces of pure water makes the purest milk of magnesia you have ever sold in your store—and it has cost less than quarter the price you pay for the bottled milk already prepared."

To allow you to try out Mattison's Magma the company offer to send a troy ounce upon receipt of ten cents.

"DID you have quantum sufficit at your dinner?"

"Dear me, no! We've got local option here."—*Baltimore American*.

"Do you think your father would consent to our marriage?"

"He mght. Father's so eccentric."—*Buffalo Express*.

IN a rural court the old squire had made a ruling so unfair that three young lawyers at once protested against such a miscarriage of justice. The squire immediately fined each of the lawyers \$5 for contempt of court.

There was silence, and then an older lawyer walked slowly to the front of the room and deposited a \$10 bill with the clerk. He then addressed the judge as follows:

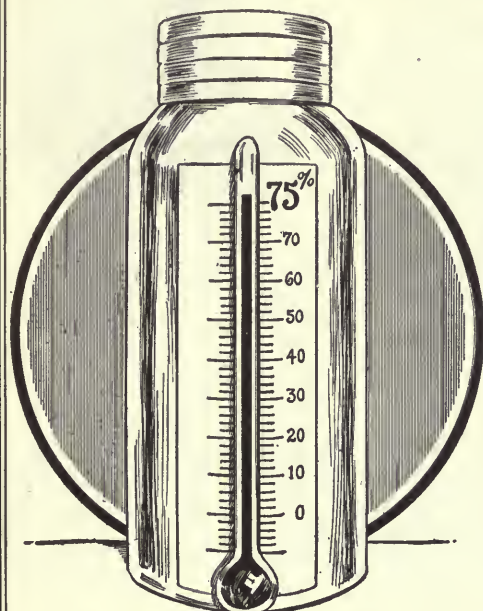
"Your Honor, I wish to state that I have twice as much contempt for this court as any man in the room."—*Youth's Companion*.

THE WORLD'S LARGEST SODA FOUNTAIN.—To the Bishop-Babcock-Becker Company, Cleveland, Ohio, belongs the distinction of building and installing the largest soda fountain in the world.

The fountain, which was made for the May Company's department store in Cleveland, is 150 feet long, hollow-square type, and the 60 people who can be seated comfortably are served promptly by eight clear counter draft stations. The interiors of this mammoth fountain are the "Red Cross" standard "A" 1916 model.

The same experts who designed the May Company's fountain are ready to submit ideas and plans for a "Red Cross" outfit—large or small—that is suited to the needs of your store. Mailing the coupon attached to the Bishop-Babcock-Becker ad, in this issue, will bring you full particulars.

Watch Your Profit Gauge



Seattle

San Francisco

Los Angeles

New York

Toronto

Bombay

One essential of business success is to know and push those products which pay you the biggest profit and give the greatest satisfaction to your customers.

ABBOTT'S SALINE LAXATIVE and ABBOTT'S SALITHIA *Pay You A Profit of Over 75%*

These palatable effervescent salines are trade-winners and profit-makers. They are the ones which it will pay you and your clerks to get behind and push.

The medical profession has shown its preference to Abbott's Saline Laxative and Salithia for fifteen years. You can safely recommend these products to your customers, and thus *double* your sales and your profits if you will. Why not do so? Abbott Quality Wins. All Jobbers Are Supplied.

THE ABBOTT LABORATORIES

[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO

EVER lost anything in speculation, old man?"
"Yes; I spent considerable time speculating on my chances of winning an heiress and lost."—*Boston Transcript*.

"So YOU'RE going in for public speaking?"
"Yes."
"Well, make up your mind that you can say more in half an hour than you can in two hours."—*Detroit Free Press*.

"BOARD QUESTIONS ANSWERED" is compiled for the benefit of both graduates of pharmacy colleges and of unregistered men who desire to review their knowledge preparatory to taking the Board examination.

Complete sets of examination papers used by different boards of pharmacy are printed and the answers to all the questions are given with great care and thoroughness. Details are gone into at length when necessary and effort has been made to convey a real knowledge of the subject-matter involved.

A copy of the book will prove of decided value to the candidate who wishes to brush up his knowledge of pharmacy and to find out in a general way what sort of questions he will be asked when he gets into the examining room.

"Board Questions Answered" may be obtained from E. G. Swift, P. O. Box 484, Detroit, Mich. The price is \$1.50, post-paid.

NEW YORK COLLEGE OF PHARMACY NOTES.—Commencement this year will be held on the evening of Thursday, May 11, and, as usual, at Carnegie Hall. It is hoped that President Nicholas Murray Butler will be able to preside, but in his inability to do so, the Provost of the University, Professor William H. Carpenter, will assume his duties. The Hon. T. C. T. Crain has consented to address the graduating class.

The junior class exercises will take place on Wednesday evening, May 10, in the college lecture hall, at which time an interesting programme will be presented and the honor students of the junior class will receive their awards.

HOLIDAY FICTION—Globe Trotter: "Of course you went up the Nile?"

The Bluff: "By Jove, yes! What a view from the summit!"—*Puck*.

FROM an advertisement of "In the Palace of the King:"

5,000 people.

4,000 costumes.

—*Philadelphia Evening Ledger*.

"Do you think that stimulants would hurt me, doctor?"

"Not if you leave them alone."—*Boston Transcript*.

Over and above every other consideration quality is of paramount importance; and recognizing this fact we try to excel in the production of fine medicinal chemicals and invite every druggist to specify "N. Y. Q." when ordering from his jobber.

NEW YORK QUININE and CHEMICAL WORKS LIMITED
NEW YORK

HOKUS: "I actually caught Longbow telling the truth yesterday."

POKUS: "Wasn't he embarrassed?"

HOKUS: "Only momentarily. He immediately tried to lie out of it."—*Life*.

IN AN address to a concert for wounded soldiers, the chief speaker of the evening said:

"I am indeed glad to see so many of you present this evening."—*Edinburgh Evening News*.

BOOSTING SALES of small articles, utilizing space that otherwise is wasted, displaying goods on a direct line with the customer's eyes, increasing stock turnover, and avoiding the accumulation of dead stock, are some of the advantages claimed for Columbus all-glass-top show cases.

These cases, constructed entirely of plate-glass cemented together, are intended to be placed on the tops of floor cases. They constitute a valuable medium for the display of small articles. For catalogue and prices address the Columbus Show Case Co., Columbus, Ohio.

CORPORAL (instructing the awkward squad in rifle-practice): "I told you to take a fine sight, y' dub; don't you know what a fine sight is?"

ROOKIE: "Sure! A boat full of corporals sinking."—*Judge*.

It was a dark night. A man was riding a bicycle with no lamp. He came to a crossroads, and did not know which way to turn. He felt in his pocket for a match. He found but one. Climbing to the top of the pole, he lit the match carefully and in the ensuing glimmer read:

"WET PAINT."

—*Publicity Magazine*.

BUYING Ripans Tabules in gross lots of the 5-cent size, or in \$6 lots assorted, means a saving of 5 per cent in cost. Jobbers everywhere allow the extra discount on quantity purchases.

HUB: "Things were awfully dull in the stock market to-day. Absolutely nothing doing."

WIFE: "Why don't you mark some of the stock down and advertise a bargain sale?"—*Boston Transcript*.

"WAS your husband good to you, Mandy?"

"'Deed he was, miss. I wo'ked eighteen hours a day fo' years fo' dat man an' he never once found fault wif a thing I did fo' him."—*Detroit Free Press*.

IF Mr. Henry Ford had succeeded in his peace-making campaign he would have been a *deus ex machina* indeed.—*London Globe*.

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

HUSBAND: I don't see why you have accounts in so many different stores.

Wife: Because, dear, it makes the bills so much smaller.—*St. John Daily Star*.

"So this is your studio?"

"As you see."

"But it is very cold here."

"Yes," said the artist, "just now I am painting a frieze."—*Grand Rapids Press*.

CRITICAL druggists, who use the M. C. W. brand of chemicals for dispensing purposes, know that their prescription departments appeal to thoughtful physicians who consider quality in medicinal products of paramount importance.

M. C. W. chemicals, manufactured by the Mallinckrodt Chemical Works, of St. Louis and New York, are supplied by all distributing drug houses at the lowest prevailing prices, and may be obtained by specifying "M. C. W." on orders.

HELEN: Do you love me, dear?

Jack: Dearly, sweetheart.

Helen: Would you die for me?

Jack: No, my pet. Mine is undying love.—*Philadelphia Ledger*.

IN THE privacy of his home the village butcher was telling his wife of the arrival of a new summer resident.

"She came in to-day," he said, with enthusiasm, "and I can tell you she's a real lady, brought up select and exclusive. She don't know one cut o' meat from another, nor veal from mutton."—*Christian Register*.

THE Martin H. Smith Company, of New York City, announces that in order to handle advantageously its constantly growing business it has moved from 105 Chambers Street to more commodious quarters at 150-156 Lafayette Street. The Smith Company manufactures Ergoapiol capsules and other preparations favorably known to the drug trade.

THE lady was the owner of a small shop, and her squire acquired the habit of seeing her home, and carrying the cash-bag that contained the day's takings. It was generally heavy.

"You must be doin' weel, remarked the gentleman frequently.

"Oh, ay," the lady would reply, "it' a guid bit business."

But she did not disclose that besides the moderate drawings the bag contained the counter weights. The canny lover only discovered that fact after marriage.—*Melbourne Age*.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



**Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France**

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors

44 East 23rd Street, - - - New York

BRANCH OFFICES:

Paris, France - - - 42 Rue du Marche
London, England - - - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

"CONGRATULATE me, Freddy. Last night your sister promised to marry me."

"Oh, she promised mother she'd marry you long ago."—*Life*.

"HALLOA, old chap! What are you doing in the chemist's?"

"I want something for my head."

"H'm! How much d'you reckon you'll get?"—*London Mail*.

With the advent of summer many confections are likely to deteriorate because of the warm weather. Not so with Love's Fruit Tablets, however. They withstand climatic and weather changes and sell readily under all conditions.

Love's Tablets, in five-pound bottles, are supplied in eight popular flavors—lime, wild cherry, hoarhound, lemon, orange, raspberry, chocolate, and assorted.

The F. S. Love Manufacturing Co., Johnstown, Pa., will tell how Love's Tablets may be made to produce profits for you.

MRS. GRAMERCY: "You really must sign the peace petition we're getting up."

Mrs. Park: "I think it's just lovely, my dear, and I'll sign it as soon as my husband gets rid of his war stocks."—*Puck*.

"Did that fortune teller you consulted give you any satisfaction?"

"None whatever," answered the pessimist.

"Maybe she doesn't know her business?"

"I fear she knows it only too well. She said I was going to have all kinds of hard luck."—*Birmingham Age-Herald*.

TAKING advantage of the free deals offered on the Pond's Extract Company's "Vanishing Cream" enables druggists to make a net profit of 75 per cent.

For particulars of the liberal-profit proposition address Lamont, Corliss & Co., Dept. S, 131 Hudson Street, New York City.

"I DON'T see why they call it the normal school"

"Why not?"

"Did you ever see the products?"—*University of Michigan Gargoyle*.

DIDN'T I hear you swear while in the dentist's chair?"

"Yes, you did. The dentist put a dam in my mouth."—*University of Michigan Gargoyle*.

"WHY did you slap your baby sister's face?"

"'Cause the rest uv 'er was wrapped up."—*Judge*.

Here is Señor Opportunity Handing You Something!



It will henceforth not be necessary for you, Mr. Retail Druggist, to purchase stock in order to secure the agency and extra profits of

Tampa-Cuba Cigars

At their annual meeting, February 3rd, the Directors of the substantially-grown and nationally-famous

DRUGGISTS' CIGAR FACTORY

voted to discontinue the sale of stock and sell its high-class cigars to retail druggists at large.

This new plan, operated under what is called a "Purchasing Contract," is absolutely the opportunity of a lifetime, and will be cheerfully explained upon request.

We make standard sizes and shapes of all kinds, CLEAR HAVANA, MILD HAVANA, PORTO RICAN, HAVANA BLENDED and DOMESTIC, in seven different brands, at profit-saving prices.

Write to-day for full information. A copy of our handsome illustrated catalog will also be sent. This alone is worth your effort.

TAMPA - CUBA CIGAR CO.
P. O. Box 938. TAMPA, FLA.

H. B. GUILFORD,
President.

J. T. TREASURE,
Vice-President.

W. BODEMANN,
Vice-President.



C. H. HUNN,
Chairman Executive
Committee.

E. BERGER,
Secretary and General
Manager.

POPULAR SAYINGS.—All of us frequently use expressions of which we do not really know the meanings.

Did you, for example, know that noon is the traditional hour for a wedding ceremony because in the olden days in England the bridegroom could not be relied upon to be sober any later in the day than this hour?

Did you know that the word "tip"—meaning a fee given to a servant—is made of the first letters of the phrase "to insure promptness," and that the inscription used to be on money boxes in every tavern in which travelers dropped their coins, which later were divided equally among the servants?

Did you know that when we say that we give a person the "cold shoulder" that it was because of a custom once prevalent in France of serving a cold shoulder of mutton instead of hot meat to a guest who had stayed longer than he was welcome?

Did you know that an unmarried woman is called a "spinster" because in olden days they were prohibited from marrying until they had spun a full set of bed furnishings, and because of the time they thus spent at the spinning wheels were called "spinsters?"

Did you know that in olden days a baker who gave short weight had awful things happen to him and, consequently, when called upon for a dozen rolls he put in an extra one, to be on the safe side; thus, the phrase "baker's dozen" was originated.

And did you know that in primitive days a newly married man had to wait upon his bride and serve at her table on his wedding day? Thus, the word "bridegroom" came into the language.—*Publishers' Guide*.

THERE is at present a real demand for thoroughly competent optometrists, many lucrative positions being open to capable opticians who have been trained to fit glasses correctly.

Just what the positions are and complete details as to the opportunities offered in this field may be obtained by addressing G. W. McFatrach, M.D., president of the Northern Illinois College of Ophthalmology, Masonic Temple, Chicago, Ill.

The attendance and correspondence courses offered by the Northern Illinois College cover everything pertaining to a practical optical education.

TEACHER: "Why is the English language spoken of as the mother tongue?"

Pupil: "I think it is because women use it more than men do."—*Woman's Home Companion*.

UPLIFTER (at front door): "Wouldn't you like to take the initiative—?"

Lady of the House: "We're taking more magazines than we can afford now."—*Judge*.

PERSISTENT: "Be sure and get the right tooth, doctor."

"Don't worry. I'll get it if I have to pull out every tooth in your head."—*Life*.

"HANDYBOY said in furbishing up his house he was going to put the paint on himself. Did he?"

"The most of it. Then he hired a painter to put the rest of it on the house."—*Curtainology*.

"WHAT is your dog's pedigree?"

"He hasn't any," replied Mr. Growcher. "That's why I keep him around. I'm shy on distinguished ancestry myself, and I enjoy having a creature at hand whom I can contemplate with supercilious superiority."—*Washington Star*.

A NEW COÖPERATIVE PLAN.—A very clever plan which will secure the coöperation of school teachers and students in the sale of Moore's Non-Leakable Fountain Pens is described in a full-page announcement elsewhere in this issue of the BULLETIN OF PHARMACY.

The American Fountain Pen Company, 168 Devonshire Street, Boston, offers a life-size bust of Shakespeare, which cannot be purchased from the sculptors for less than \$14.00, to schools, the students of which sell 27 coupons at \$2.50 each, which are redeemable in Moore's fountain pens.

The dealer who connects up with the plan will, of course, be the one to supply the pens and will consequently not only reap immediate profits but also get a great deal of excellent advertising.

All that is necessary for a Moore dealer to do is to get a teacher or principal to sign the application blank in the advertisement herein and forward it to the American Fountain Pen Co. The book of 27 coupons will be sent to the teacher and the bust of Shakespeare will be sent to the Moore dealer for display in his window until all the coupons have been sold. In the meantime, the bust will attract attention and many people will be sent to the store to get their pens and to see the bust which the students are talking about.

The plan is being advertised in teachers' publications all over the country, and practically every teacher will read about it during the month of April. This makes it easy for the dealer to approach the teacher on the subject and to close the arrangements for the operation of the plan.

Turn to the advertisement and read the particulars of the offer, after which, we are sure you will lose no time in taking advantage of it. Those who are not Moore dealers have an unequalled opportunity to take on this well-known line of fountain pens at this favorable time. Write for catalogue and dealer proposition.

"Your wife seems busy these days."

"Yes; she is to address a woman's club."

"Ah, working on her address?"

"No, working on her dress."—*Louisville Courier*.

"Do you enjoy entertaining socially?"

"In a way," replied Mr. Cumrox. "When we have a party at my own house so many people don't look me over and wonder how I happened to get invited."—*Washington Star*.



DETROIT

800 Rooms 800 Baths
200 room addition building



BUFFALO

450 Rooms 450 Baths



CLEVELAND

1000 Rooms 1000 Baths

As a Matter of Policy

I WOULD rather lose the profit—
I would rather lose *ten times* the
profit—on any guest's business,
than have him dissatisfied with
Hotel Statler when he leaves.

That isn't a matter of sentiment,
but a matter of business.

If I fail to satisfy that patron it may
mean the loss of an indefinite number
of profits on his future visits to Buffalo,
Cleveland and Detroit—as well as
profits on business which he controls
or influences.

That's why we make "*the guest is
always right*" the basis of our policy.

That's why we guarantee absolute
satisfaction to *every* Hotel Statler guest.

E. Motzler

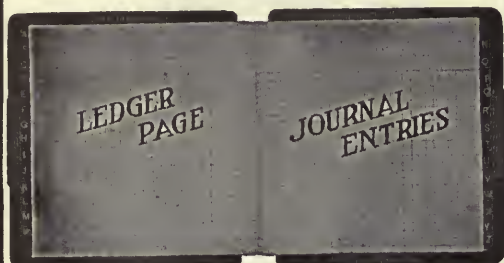
HOTELS STATLER

BUFFALO - CLEVELAND - DETROIT

Rates from \$1.50 Per Day



Combined Ledger- DUPLICATING Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

\$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

MEMBER OF THE TOURING COMPANY: "My good lady, the last place I stayed at the landlady wept when I left."

Landlady: "Oh, did she? Well, I ain't going to. I wants my money in advance."—*Tit-Bits*.

FROST: "Our minister makes hundreds of converts by his astonishingly fascinating descriptions of Heaven."

Snow: "No wonder! He used to be a real-estate agent."—*Life*.

Do you want to know how to make \$4.50 do \$25 worth of dustless sweeping?

Yes?

Then ask the Milwaukee Dustless Brush Co., Milwaukee, Wis., for offer "B." It explains all about a \$4.50 self-moistening brush which it is claimed will save four-fifths of your present sweeping compound cost. You can get the brush on thirty days' free trial.

"GETTING SOMEWHERE."—Once upon a time a Seedy Man came down a long road on a hot day. He had walked far and on an empty stomach. He stopped before a promising looking house, then ventured up the front walk.

The owner of the house sat on the front porch, fanning himself, and smoking a "two-for" cigar. Him the Seedy one approached obsequiously, hat in hand.

"Boss," he said, "I'm hard up. Been out of work six months. I'm hungry; haven't got a cent. Can you give me a job?"

The man on the porch considered the matter for some minutes, eying the Seedy one meanwhile. Then he asked, "What can you do?"

"Most anything," was the reply.

"What do you want to do?"

"Anything honest. I don't care how hard it is, or how long it is, or anything just so long as I can make a few dollars and get a place to eat and sleep."

"All right," said the man of the house, "consider yourself hired. I'll give you a job. How much do you want?"

"Whatever you say," was the answer.

"How does \$2.00 a day strike you?"

"Fine! When do I begin?"

"Right now. See that pile of stones beside the wall down there. I don't like 'em there. I want 'em all put over on the other side, near that tree."

So the Seedy Man went to work with a will. He carried heavy stones all day long, in the hot sun, mind you, while his boss sat on the porch and fanned, and smoked, and bossed the job. By night the stones were all neatly piled in place. "Good," said the boss, "you did fine. Now get some supper and a good night's sleep and in the morning we'll see what else we can do."

Next morning, after breakfast, the boss seated himself in a shady part of the porch and addressed himself to the Seedy Man thus:

"Come to think of it," he said, "don't know as I

like those stones there after all. I made a mistake yesterday. They looked better where they were. Get busy and move 'em all back again."

The Seedy Man looked a bit glum, but he set to work. All day long he toiled in the broiling sun, lugging those same stones. Every one seemed bigger and heavier than it had the day before. His back ached and his muscles were sore. But he stuck to the job manfully and by supper time had the stones all in place again just as they were before.

Next morning the man of the house called the Seedy one over to the porch steps and said: "We're all likely to go wrong sometimes. The thing that looks good to us to-day is a frost to-morrow, and that which we couldn't get along without yesterday doesn't seem worth two hoots when we see it to-day. That's the way with that pile of stones. I see they don't look any better there and besides they're in the way. I want 'em by the tree after all. Shuch your coat and tote 'em all back again."

The Seedy Man snorted, choked and went purple in the face. "Say," he shouted, "how long is this here game goin' to last?"

"As long as I say," replied the boss calmly, seating himself in the easiest chair on the porch, "I'm the boss!"

The Seedy Man threw his coat on the grass and jumped on it. "Yes," he yelled, savagely, "you're the boss, but you've got another guess if you think I'm going to juggle stone again to-day. I'm quits! I'm done! See? I'm through; I quit right now!"

The boss looked surprised and pained. "What's the matter," he said, "you said you wanted honest work; isn't that honest?"

"Yes."

"Work too hard for you?"

"No."

"Pay satisfactory?"

"Yes."

"Then what's the matter with the job?"

"Nothin', in particular," sneered the Seedy Man, as he made for the front gate, "except this. I may walk the roads and go hungry, but I'll be jiggered if I'll work at any job that never gets me anywhere!"

To make progress, to advance, to get somewhere is a natural and commendable ambition. In fact, the man who hasn't that ambition hasn't any particular excuse for living anyway.

Write that down as one of your New Year resolutions. Keep it, and it's a sure thing that, no matter how far ahead you've gone this year, you'll be a lot further ahead this time next year.—*The Tin Can.*

"An abstergent for mucous membranes" that finds a ready sale—Alkalol.

Alkalol is carried in stock by all jobbers. In 8-ounce bottles, the trade price is \$4.00 a dozen; in 16-ounce bottles, \$6.75 a dozen.

"Was your bachelor's supper a success?"

"A success! Wonderful! Why, we had to postpone the wedding for two days."—*Life.*

Important to Retail Druggists

Seagers Advertising Services For Wide-Awake Retail Drug Stores

are bringing in business in every line, all over this prosperous country, as it never came before, and these same services will make business boom in your store no matter where you are located, what your competition, or what kind of business you want to go after.

Sign and Mail at once the coupon below and Learn about

Seagers Big Successful Drug Store Services

Only One Druggist in any locality can get them.
Don't let your competitor get ahead of you.

Seagers Silent Salesman Show Card Service

is the one satisfactory answer to the often and earnestly asked question "How can I sell my customers more goods?" These Silent Salesmen Show Cards will sell goods every hour of the day that people can get into your store. They are the strongest business-building help you can get and nearer to the real live business-getting sales clerks than any advertising that has ever been produced. This service consists of a beautiful set of Five Solid Brass Show Card Fixtures (Nickel if you wish) and every month Forty different Silent Salesmen Show Cards. It completely covers every selling need in every Drug Store. There is nothing else quite like it in all the country. Its cost is less than 10c a day. Only one Druggist in any locality can get it.

Seagers Advertising Schedule

is a real Personal Advertising Helper that plans and builds and reaches out everywhere for new business for you. Gets business you never thought of before. Keeps your store a leader in your locality as it puts you in touch with the latest and best in ideas and plans for your Advertising, for buying, for selling, for store and window trims, and furnishes you all the ideas and copy for Newspapers, Cards, Circulars, Letters; besides, you get all the extra special help you want for any advertising proposition or to overcome any emergency. **FREE** you less than seven cents a day. Only one druggist in any locality can get it.

Seagers Illustrating Service

is specially designed for Druggists who wish to illustrate their advertising with real illustrations of the goods they have to sell—quite different from anything ever offered before. It makes your advertisements stand right out because it shows your goods as they really are in your store. It costs less than seven cents a day, and only one druggist in a locality can get it.

FREE Sample Advertising Balloon with Patent Air-retaining valve (does not need tying), and Seagers Business Boosting Scheme, "How to Double Your Business with a Balloon Day." Free to Retail Druggists everywhere. Puts you under no obligation.

Seagers Advertising Co., Drug Store Advertisers. Exclusive Services.

B.P.
4-16

1367 Broadway.

NEW YORK,
N. Y.

We are interested in
the Services marked **X** below
for exclusive use in our locality.

Silent Salesmen Show Card Service

Advertising Schedule

Illustrating Series

NAME

TOWN

STATE

Springtime and Summer's Appetizing Drink CHERRYALLEN

has its recognized place at every first-class fountain during *all* seasons. But as a warm weather refreshing drink for sluggish nature, no other equals this sparkling, wholesome, satisfying beverage with the natural cherry flavor.



An Inviting Drink

It encourages sales and brings back steady trade. Everybody knows that the pure natural juice of Cherries is both tasty and healthful.

Customers Are Attracted

by this handsome absolutely sanitary Dispenser. It positively guarantees you 400% profit. Each drink is accurately measured—no waste, leakage or over-measurement.

The Big Profit in Cherryallen (Original Red Tame Cherry Syrup)

One gallon of Cherryallen returns you \$10.50 profit. It makes 256 glasses, and you are sure of over 4c profit on every one. It is one of the most popular—certainly the most profitable—of all fountain drinks.

Home Use

Every home offers ready sales for delicious Cherryallen in pint bottles. Here is a wide field for new business. \$4.00 per doz to you—sell for 50c each.

Write for 1916 literature and information on SPECIAL OFFERS.

The Allen Red Tame Cherry Company

104 Second National Bank Building
TOLEDO, OHIO.

**Big
New
Offer
Including
the
Dis-
penser
Only
\$15.**

**PROFIT
IN EACH
GLASS**

ANNUAL MEETING OF THE A. PH. A.—The 64th annual meeting of the American Pharmaceutical Association will be held at Atlantic City, N. J., from September 5 to 9, 1916. The first Council session will be on Monday, September 4 (Labor Day), at 7.30 P.M.; the first general session on Tuesday, September 5, at 11 A.M.; and the final general session on Friday, September 8, at 2 P.M.

The headquarters of the Association will be at the Hotel Chalfonte.

A full and detailed programme will be published later.

The American Conference of Pharmaceutical Faculties and the National Association of Boards of Pharmacy have decided to meet in Philadelphia on Thursday, August 31; Friday, September 1, and Saturday, September 2.

The meetings of the Board will be held on Thursday and Friday, and those of the Faculties on Friday, while on Saturday there will be a joint session of the Board and Faculties. Additional sessions may be held during the evenings or on Monday, if necessary. The A. C. P. F. will meet in the rooms of the Philadelphia Drug Exchange, and the N. A. B. P. in the rooms of the Philadelphia Board of Trade or other rooms of the Philadelphia Bourse Building. After adjournment, the members of these bodies will go to Atlantic City to attend the session of the American Pharmaceutical Association the following week.

"HENLEY'S Twentieth Century Book of Formulas, Recipes, and Processes" contains over 10,000 selected chemical, pharmaceutical, technical and household formulas and gives thousands of recipes for the manufacture of valuable articles for every-day use and tells of thousands of ways of making money, including hundreds of so-called trade secrets known to almost every business.

The book is a valuable reference work for druggists and manufacturers; it supplies information necessary on almost every recipe, formula and process known to every trade and science in the world.

The price of the book is \$3.50, including a year's subscription to *The Retail Druggist*, a magazine for business druggists. Remittances should be made to *The Retail Druggist*, 58-60 West Lafayette, Detroit, Mich.

MRS. GADDY: "Mrs. Richly has so much embonpoint."

Mrs. Comeup—"And I bet she brags she imported it, like everything else she has, from Paris."—*Baltimore American*.

"Is the play one which you would permit your daughter to attend?" we ask of the lady who has been expounding her views on the necessity for handling vital topics in the drama.

"Certainly," she replies, "but I wouldn't allow my son to see it."—*Judge*.

"I HEAR that Jones is up to his ears in debt."

"Yes, but luckily he isn't very tall."—*Boston Transcript*.

A NEW WAY TO SELL SAFETY RAZORS.—There is a way to sell safety razors that saves all explanation, argument, and persuasion and absolutely prevents any misunderstanding or dissatisfaction.

This remarkable plan was originated and has been put in successful operation all over the country by the AutoStrop Safety Razor Company of New York. As you read it you cannot keep from being impressed by the supreme confidence which the manufacturers manifest in their product.

Here is the proposition: Let any good customer have an AutoStrop Safety Razor from your stock. Tell him to try it for thirty days, and then, if he likes it, to

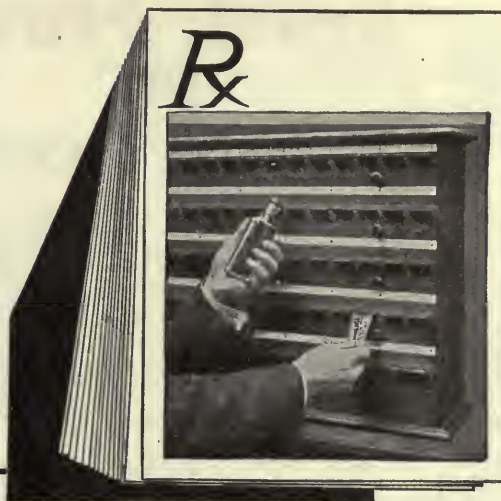


pay you five dollars; otherwise to return the razor. The AutoStrop Company will send you a new razor for every one returned to you and will also replace any razor which may be lost in the operation of this method.

There is really nothing that can be added to such a proposition to make it any stronger. The offer itself means more to dealers and their customers than volumes of printed matter extolling the good points of the AutoStrop Safety Razor. It is, but necessary to remember that the company making the proposition is a responsible concern able and ready to conscientiously fulfill its promises.

It will, however, be interesting to know for what reason the company has adopted this unique selling method and this is contained in its statement which follows: "The method is not far-fetched when conditions are considered. Five dollars is asked for a razor when other razors are sold for less. The safety idea is not new, and the public is fairly well educated in razor value. When a young man buys his first razor it is natural that he will experiment with a razor which sells for a lower price than five dollars. If he is disappointed with a cheaper razor he is not likely to spend five dollars in further experiment. Our plan enables any dissatisfied safety razor user or any one else to try the AutoStrop without expense."

The AutoStrop Safety Razor Company is advertising this free trial proposition in leading publications reaching consumers. Some of the advertisements are reproduced in a full-page announcement elsewhere in this issue of the BULLETIN OF PHARMACY. Turn to this advertisement and then apply the plan for your own profit.



Try This Prescription

IF you are tired of struggling with label drawers, of searching for missing labels, of finding labels mused and useless, try this prescription.

It is a prescription we have already filled for thousands of druggists and no climates or conditions have impaired its effectiveness—the

McCourt Label Cabinet

with

McCourt Gummed Roll Labels

The users of the McCourt Cabinet and the McCourt Labels never know what it is to hunt for a label or to lose a label. With every label purchase, on all quantities, large or small, they obtain rock-bottom prices.

Send for free McCourt Catalog with Prices

Be convinced of the better quality of the McCourt labels—to any registered druggist who will

Send us 15c in stamps

we will send 500 labels printed in two colors with your firm name, enclosed in cardboard case for convenient use. This is an introductory offer and does not apply to repeat orders.

McCourt Label Cabinet Co.

47 Bennett Street,

Bradford, Pa.

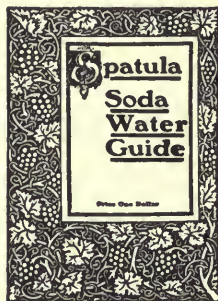
We maintain a money-saving pill and powder box service for McCourt customers—another reason for your writing us.



Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for subscribers of the *SPATULA*. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us \$1.00 (Foreign 5/6) for a new subscription to the *SPATULA* and will ask for it, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½ x 8, bound in an attractive cover. Post-paid, \$1.00 (Foreign 4s.); with *SPATULA* 1 year, \$1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with *THE SPATULA* 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with *THE SPATULA* 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for *Spatula Soda Girl* in colors on card-board, sample copy of *Spatula* and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

THE DRUG STORE NEEDS A CAMERA DEPARTMENT.—The drug store of to-day that does not have a camera department is not getting its fair share of business. In the first place there is no other line which pays a better profit than cameras and photographic supplies—30 per cent or more—and there is on the average a complete turnover every two months. There is no loss through depreciation, and it must be remembered that the sale of a camera is by no means the end of the profit. The customer has only begun to buy when he pays for his camera; he is going to need film paper, chemicals for developing and printing, flash sheets, etc.

The camera department is not hard to handle. It is compact, requiring very little shelf and counter space. The less expensive cameras practically sell themselves, as they are so simple and so extensively advertised that every one knows how to use them. The line makes a splendid display and is not limited to any particular season, as winter, summer, spring, and fall all make separate and distinct appeals to the photographer.

The dealer helps sent out by the camera manufacturers are unusually good; ordinarily they are much



A window display of Seneca Cameras utilizing dealer helps supplied by the manufacturers.

more attractive than the usual run of window and counter trims furnished the trade, and add considerably to the attractiveness of the store.

With all these advantages to recommend it, the camera department seems to have a logical place in any drug store and the wonder is, not that so many have already introduced it, but that there are still so many who have not as yet given it a trial.

In this issue we are carrying the advertisement of the nationally advertised line of Seneca cameras. The agency for these cameras is offered on the basis of an initial purchase of \$50, and the manufacturers are so confident that this outfit exactly fits the needs of our readers that they offer to send it on 10 days' trial.

If you want to learn for yourself what a profit-paying investment a Seneca department in your store would be, just turn to the ad of the Seneca Camera Manufacturing Co., Rochester, N. Y., and mail the coupon.

CHICAGO BRANCH OF THE A. PH. A.—Members of the Chicago Branch met on Friday evening, March 24, for a discussion of photographic supplies as a sideline for druggists. There was a fine exhibition of cameras in connection with the meeting. Chicago druggists and students at the schools of pharmacy were invited and a large audience was present.

R. I. Raymoth and J. W. Hanner of the Burke & James Company demonstrated the whys and wherefores of good and poor results in printing and developing and also discussed many interesting points regarding the installation and advertising of this side line and the profitable handling of it. Hugh Craig and E. N. Gathercoal presented a number of lantern slides and prints furnished by the Hess-Ives Corporation of Philadelphia illustrating the Ives process of photography in natural colors. The personal experiences of a number of those present indicated that in some localities, at least, photographic supplies instead of being a side line had become a main line. One outlying Chicago drug store reported sales of photographic supplies amounting to \$1200 per month during the summer.

A resolution of sympathy for Professor W. B. Day in the loss of his wife was adopted by a silent rising vote.

GRADUATION TIME is one of the very best seasons for the sale of fountain pens and this fact is fully realized by The Conklin Pen Manufacturing Co., Conklin Building, Toledo, Ohio.

This company introduced a plan last year which caused people in search of graduation gifts to visit the stores of Conklin dealers and resulted in the sale of 30,000 Conklin pens, besides other goods bought by these customers.

A still more elaborate plan for assisting dealers to get the commencement gift trade has been arranged by The Conklin Pen Manufacturing Co. this year. This plan, according to the company, is not one of those "marvelous" schemes which will "pack your store," etc., but is a practical, workable proposition based on past experience which will be a real aid to Conklin dealers in getting a larger share of the gift business.

Details of the Conklin 1916 plan will be sent to any reader requesting them. Turn to the advertisement elsewhere in this issue and use the coupon.

FIRST WAR CORRESPONDENT: "Did your dispatch get past the censor?"

Second War Correspondent: "Only the part that wasn't true."

"Well, isn't that all your paper wants?"—*Life*.

BACON: "The giraffe is said to be the only animal in nature that is entirely dumb, not being able to express itself by any sound."

Egbert: "It's just as well, for if it could speak it would talk over everybody's head."—*Yonkers Statesman*.

FIX THE FLY EXTERMINATORS

Four quick sellers that show a big, wholesome profit. We defy all competition in quality and price.

Sticky Fly Paper: Absolutely new idea. Made in single sheets. Never dries. Always lies flat. Catches flies longer than any other kind. Retails for 30c per box of 25 sheets.

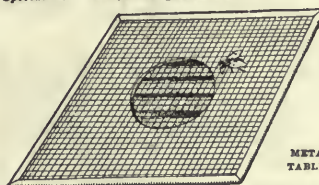
Sticky Ribbon Hanger (illustrated): The best fly catcher of its kind. One yard long. Won't run or drip. Never dries. Retails for 30c per dozen.

Metal Tablet (illustrated): Absolutely new. Kills flies on the spot. Secure against children and house pets. Lasts all season. Retails for 10c each.

Pulp Tablet: The cheapest fly killer on the market. Placed in a shallow dish with water. Keeps its killing qualities indefinitely. Retails for 10c per carton of 12 tablets.

We also make the famous RID-OF-RATS, the only NON-POISONOUS exterminator of rats and mice on the market. Retails for 10c a box.

Write for complete catalog and learn the big profits in selling Berg Specialties. Satisfaction guaranteed.



METAL
TABLET



Sticky
Ribbon Hanger

Berg & Beard Mfg. Co., 12-14 Steuben St., Brooklyn, N.Y.

Amazing Bargain!

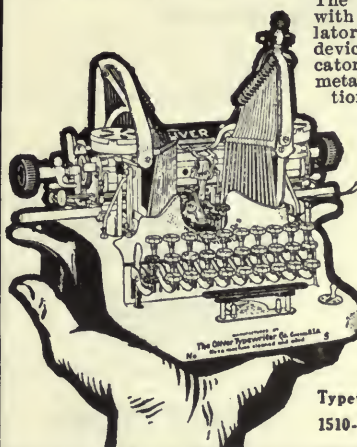
Every druggist needs this Genuine Standard Visible Oliver Typewriter that feeds labels and writes medical symbols.

The very latest Model 5, with back spacer, tabulator, color writing-ruling device, disappearing indicator. Nothing lacking—metal case, tools, instruction book. Life guarantee. We have sold 28,000.

FREE TRIAL

No Advance Payment

Send a little bit each month until our very small price is paid. No interest—no red tape. Mail the coupon for our amazing Bargain Offer and FREE Typewriter Book to-day. No obligation. No salesman to call and urge you to buy. Just information that benefits you. Write now!



Typewriters Dist. Syndicate
1510-80R Wabash Ave., Chicago

Mail This for All the Facts

Typewriters Distributing Syndicate
1510-80R Wabash Ave., Chicago

Gentlemen: With the understanding that I am not purchasing anything or obligating myself in any way, you may send me your bargain offer on "Druggist's Model Oliver."

Name.....

Address.....

(320)

To Make 1916 A Bigger Year Than 1915

YOU must get many new customers.

You must keep your odds and ends cleaned up and get full retail price for them.

You must get full and prompt collections.

You must get the business that is going to mail-order houses, soap clubs and department stores in near-by cities.

You can do these things.

Our new, tried, successful plan is the best business-builder, profit-getting plan we have ever offered retail merchants during the fifteen years we have been in business.

This plan has none of the objectionable features of the old style piano contests—none of the drawbacks of the trading stamps.

If you want to put on a clean, dignified business-building plan that will make friends for your store, without any chance of it ever making enemies, drop us a line and we will be glad to give you full and complete information.



Brenard Mfg Co—Iowa City, Iowa

THE LINE OF LEAST RESISTANCE



STONE'S SEAMLESS STRAWS

**Perfect Straws
Perfectly Packed**

The Stone Straw Company

Sole Makers

Washington, D. C.

HUB (surveying mass of bills): "As to how these are to be paid, I am completely in the dark."

Wife: "Well, there's one of them you'll have to pay or be even more in the dark—the gas bill."—*Boston Transcript*.

"SUE and her new husband have started on their bridal trip in a veritable ecstasy."

"Is that one of the new makes?"—*Baltimore American*.

A WARNING.—The Bishop-Babcock-Becker Company asks all druggists to be on the alert for a man who, it is stated, has swindled several persons under the pretense that he represents that company. His cards read "Jean L. Barker, Fountain Efficiency Expert, Bishop-Babcock-Becker Co., St. Louis Branch."

In its letter to the BULLETIN OF PHARMACY the company suggests that readers coming into contact with this man immediately turn him over to the police.

"JIMPS takes his noonday luncheons from a street waffle wagon."

"Why, he told me he took them à la cart."—*Baltimore American*.

SHE: "I hear that you skated into an airhole the other day."

He: "That's what they call it, but I found it full of water."—*Boston Transcript*.

THE campaign of education being carried on by the Pompeian Company, of Baltimore, Md., is for the purpose of convincing housewives that olive oil cannot remain sweet indefinitely, but should be handled with the same care as fresh eggs, fresh butter and fresh milk.

Pompeian Olive Oil as it reaches the consumer is always fresh and sweet—the care used in expressing the oil and in packing it in sealed tins guarantees it to be absolutely free from rancidity. Customers are advised of this fact and they ask for Pompeian because they know it is always fresh. To insure the oil being used before it has a chance to become rancid, the product is supplied in full measure tins of varying capacities—half-pints, pints, quarts, two-quarts and gallons.

The Pompeian Company will quote prices to the trade if mention is made of the BULLETIN when writing.

TEACHER: "What did Cæsar exclaim when Brutus stabbed him?"

Bright Boy: "Ouch!"—*Chicago Herald*.

"THE bride is a pleasing young woman well known in Beardstown's younger social set, and enjoys the acquaintance of every one who knows her."—*Beardstown Illinoian-Star*.

It is not often that children dumbfound the doctor, but the *Chicago Tribune* reports the case of a family physician who asked a little girl to come and live with him, and the child replied: "You had me once—why didn't you keep me?"—*Medical Review of Reviews*.

SMARTICUS: "Bones is a funny chap!"

Spartacus: "What now?"

Smarticus: "He was out in California for a lark, and bought an ostrich."—*Judge*.

AN ACCOUNT REGISTER AT HALF PRICE.—Every reader whose accounts are not adequately protected against fire is running a serious and entirely unnecessary risk. Serious, because the burning of his accounts means an absolutely irrevocable loss; unnecessary, because an effective means of fire protection can be obtained at a very low cost.

The McGraw Account Register Company of Detroit, Mich., is making a steel-clad, asbestos-lined register that will withstand any fire and this register which sells for \$75.00 is offered temporarily at the special price of \$37.50, and on thirty days free trial.

Illustrations of the register will be found in an advertisement elsewhere in this issue. The part that holds the accounts is a strongly built chest lined between its walls with four-ply air-cell asbestos. Besides being so substantial and affording absolute fire protection, the McGraw Register is a very handsome store fixture.

No books are used in connection with the register, all accounts being kept on the original charge slips in alphabetically arranged pockets in the fire-proof case. Thus, every account is always up to the minute without any posting or bookkeeping whatsoever. At night the case is closed and locked in ten seconds and you can go home with the assurance that your accounts are safe against loss by fire.

Read the liberal offer of the company and order the register on trial. You can't lose by it and you may gain a great deal.

Mrs. A.: "Let's go and see that new medium. She claims that she can call up any spirit you desire."

Mrs. B.: "Thanks! I have no desire to communicate with spirits that have to be called up."—*Boston Transcript*.

"BEFORE we were married, you used to send around a dozen roses every week," said she.

"Roses are easy," replied he. "This week I'm going to send around two tons of coal and a rib roast."—*Washington Star*.

SUNDAY SCHOOL TEACHER: "Children, do you know the house that is open to all, to the poor, the rich, the sad, the happy, to man and to woman, to young and to old—do you know the house I mean?"

Small Boy: "Yes, miss—the station-house."—*Boston Transcript*.

Every Quincy
Special is a
MAGNET for
drawing trade



Send for
Catalog 22

It will open your
eyes to new possi-
bilities in display

Quincy Show Case Works
Quincy, Ill.

Now!

Never was there such a demand for Capable Opticians as now.

Not alone to fill positions, but to occupy fields which are yearning for Optometrists who have been trained to FIT GLASSES RIGHT.

Our methods, Our Course and Our Faculty are the BEST.

We teach everything pertaining to a Practical Optical Education.

Write for particulars.

CORRESPONDENCE AND ATTENDANCE
COURSES.

**Northern Illinois College of
Ophthalmology**

G. W. McFatrich, M.D., Pres.

MASONIC TEMPLE.

CHICAGO, ILL.

The Fine Points of Pharmacy

The pharmacist who so thoroughly understands his profession that he can even state the "why" of its smaller details, will be generally acknowledged to have a deeper conception of its ethics. Here, then, is your chance to distinguish yourself among the fraternity and, at the same time, win

1,000 Circle A Corks Free

Each month until January 1917, to the pharmacist or any employee in a pharmacy who, in 50 words or less, submits the best reason for using Circle A Corks in prescriptions, we shall send free of charge, (express prepaid) a bag of 1000 Extra Long Circle A Corks in sizes from 2 to 6. The winning answer together with a picture of the contestant or the store (if furnished by him when requested) will be published each month in the various drug journals in which we advertise.

Contestants may submit as many answers as they desire and may compete each month. Only one bag of corks, however, will be awarded to a pharmacy. All answers to compete for the May prize must reach us before the 20th of April. This ruling will also apply each succeeding month throughout the contest.

Armstrong Cork Company

113 Twenty-third Street

Pittsburgh, Pa.

**Ask Your
Jobber for
Prescription**



CORKS



MANUFACTURED
BY

**R. W. McCready
Cork Company,
CHICAGO, ILL.**

THE Society for the Preservation of Virginia Antiquities has been placing tablets on various sites throughout the city of Richmond, commemorating their past associations with greatness.

One of these tablets is on an Italian bar-room in Eighteenth Street, and it reads:

WILLIAM HENRY HARRISON,
NINTH PRESIDENT OF THE UNITED STATES,
Studied Medicine
HERE. —Everybody's.

"ARE you fond of music?"

"Not very, but I prefer it to popular songs."—*Cincinnati Enquirer*.

TOMMY: "Father, what's the future of the verb 'invest'?"

Father (a Congressman): "Investigation."—*Pennsylvania Punch Bowl*.

THE DIAMOND DYE SITUATION.—Owing to the shortage of dye materials, the Wells & Richardson Company of Burlington, Vt., is notifying retail druggists that Diamond Dyes made for use on cotton, linen, or mixed goods, will color cotton, wool, or silk in the same bath at one operation better than any of the so-called "all-purpose dyes" on the market. The company recommends that any retailer who is short of any of the sixteen standard Diamond Dye colors for use on wool or silk, supply customers with the lacking color of Diamond Dyes for cotton, linen, or mixed goods, thus enabling the druggist to give his customers Diamond Dyes that will give good results.

In short, the company wants the druggist to understand that Diamond Dyes for cotton, linen, or mixed goods will give good results on wool or silk, although not equal to the deep, rich shades that can only be obtained by the use of Diamond Dyes for wool or silk, on wool or silk fabrics.

The Wells & Richardson Company has refused to increase the price of Diamond Dyes, and is making every effort to supply the retail dealer with his normal quantities at no advance in cost.

"Is your daughter improving in her music?"

"No. But the next best thing is happening. She's getting tired of it and won't practice."—*Washington Star*.

"WHEN a man does anything well he ought to get credit for it," remarked the generous-minded man.

"Not always," replied Bronco Bob. "Me an' Piute Pete got the reputation of bein' such good poker players that it completely spoiled business."—*Washington Star*.

"ENNUI," said the club cynic, "is the polite society name for laziness. It means doing nothing and feeling too tired to stop."—*Boston Transcript*.

DETROIT BRANCH OF THE A. PH. A.—The March meeting of this organization, held on the evening of the seventeenth, was preceded by a dinner at which over twenty members were present.

The evening's program was devoted to the subject of "Perfumes." F. F. Ingram, Jr., who has spent considerable time at Grasse, France, the center of the French perfume industry, gave an instructive talk on "The Manufacture of Perfumes." He described the various processes in the art of perfumery from the time of the gathering of the flowers, the transformation of their odors into essences, pomades, and concretes, to the final blending into the finished perfume.

George M. Schettler talked on "The History of Imported Perfumes" and gave figures to show the amount of business done in this country by the various French manufacturers. According to statistics quoted by Mr. Schettler only about 20 per cent of the imported perfumes sold in the United States are disposed of through the drug trade. The remaining 80 per cent is sold by department stores, dry goods stores, and fancy grocery establishments.

E. R. Jones was the third speaker on the program. He read a paper on the subject of "Perfuming Toilet Articles" which contained many valuable suggestions as to the proper perfumes for use in the manufacture of cold creams, lotions, hair preparations and other toilet requisites.

"WHAT makes Carol so disliked?"

"She got the most votes for being popular."—*Chicago Daily News*.

NORTHWESTERN UNIVERSITY ALUMNI BANQUET.—The Northwestern University School of Pharmacy Alumni Association is planning to hold its annual banquet this year in honor of Professor Maurice A. Miner, who has been on the faculty of the school since 1887. The banquet will be held Monday evening, April 17, and several classes are making preparations to hold reunions at that time.

The graduating exercises of the School of Pharmacy will be held Wednesday, April 19, at 2:30 o'clock, in the Assembly Hall of Northwestern University Building, Chicago. The class numbers 35.

FIRST EDITOR: "Here's one of the most learned men in the country—Professor Skimmerton—just passed away. What shall I say about him?"

Second Editor: "You might refer to him as a finished scholar."—*Judge*.

MRS. NEWRICH: "I am determined that Clara's début shall pass off with great éclat."

Newrich: "What's éclat, Maria—expense?"—*Boston Transcript*.

LADY: "And you say you are an educated man?"

Wearied Will: "Yes, mum, I'm a roads scholar."—*University of Michigan Gargoyle*.

'FLUTED' SODA STRAWS

Dainty drinking tubes that reflect the refinement of your soda service.

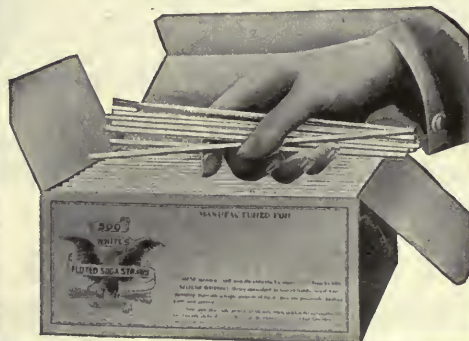
They exactly resemble the natural rye straw, having the same fluted fibre and the same beautiful golden gloss.

Untouched by hand and sterilized by heat, "FLUTED" STRAWS are the acme of perfection in drinking tubes.

Sample box on request.

COE MANUFACTURING CO.

35 B. WARREN ST., NEW YORK.



Save 80 cents on the Dollar
Make Your Own

Milk of Magnesia

You compound your own prescriptions to make more profits; why not your own Milk of Magnesia? You can do it easily and quickly with

**MATTISON'S "MAGMA"
MAGNESIA (CALCINED)**



at a cost of less than five (5) cents a pint. Stop paying fancy prices for the prepared—make your own and put the extra profit in your own pocket. Mattison's Magma comes up to U. S. P. standards. It becomes "colloidal" on the addition of water.

Order it of your Jobber

NOW and reap these extra profits. Let your M. D. patrons know you have it; that's a quick and sure outlet. Send us your jobber's name and 10 cents for a trial package of one troy ounce.

KEASBEY & MATTISON COMPANY, AMBLER, PA.
Largest Manufacturers of Magnesia in the World.

THE EMERSON PNEUMATIC HAIR BRUSH

A GOOD
MONEY
MAKER
FOR
YOU



Cools the Head
Light and Durable
Absolutely Sanitary
Creates a Healthy Scalp
Recommended by Physicians

Sold by Leading Jobbers throughout
the United States. Send for Samples
and Price Lists.

H. P. EMERSON & CO.,

33 Kingston St.,

BOSTON, MASS.

"DANAE died, didn't she, when Jupiter showered her with gold?"

"Well, do you know many wives who wouldn't drop dead of the shock if their husbands started to throwing real money at them?"—*Baltimore American*.

THE accompanying illustration shows the No. 204/R aseptic urethritis syringe manufactured by Becton, Dickinson & Co., Rutherford, N. J.

This syringe, having a capacity of $\frac{1}{4}$ fluidounce, is provided with a soft and pliable rubber tip, thereby



preventing injury to mucous membrane. No. 204/R may also be used as an ear syringe with safety, even by the inexperienced, as the soft tip will prevent any injury to the delicate parts of the inner ear.

Prices to the trade will be furnished upon application to the company.

"WHY all these toots as you pass that village?" inquired the fireman.

"Toots is my wife's pet name," explained the engineer.—*Kansas City Journal*.

SHE: "Truthfully, how do you like my hat?"

He: "Truthfully."

She: "Well, er—how do you like my hat?"—*University of Michigan Gargoyle*.

"ATTRACTIVE DISPLAY," says the Saginaw Show Case Co., Saginaw, Mich., "is the most essential point in modern merchandising."

And to demonstrate how attractive display lends itself to the effective exploiting of goods, the company offers to send its catalogue illustrating store equipments, in actual use, that have been the means of producing increased sales.

"JAGGS certainly has the luck of getting up against it."

"Yes, we had our front door painted freshly the other day, and he got up against that, too."—*Baltimore American*.

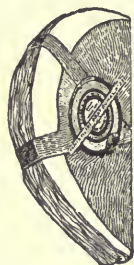
"Dis is painful ter me, mum," said the ragged visitor. "What do you mean?" asked the charitable housewife.

"Askin' yer fur a bite ter eat."

"They why do you do it?"

"Because goin' widout would be a whole lot more painful."—*Birmingham Age-Herald*.

PRAT-DUMAS FRENCH FILTERING PAPER



We are the sole
agents for U.S.A.
for this famous
brand, and you can
be sure of obtain-

ing the original-
genuine by
looking for our
blue guarantee
stamp.



SOLE AGENTS
E. FOUGERA & CO., INC.
90 BEEKMAN ST., NEW YORK
INSIST ON THE GENUINE

THE RECRUITING OFFICIAL: "One gran'father living? Is he on your father's or mother's side?"

The Recruit: "Oh, 'e varies, sir; 'e sticks up for both on 'em—a sort o' nootral."—*London Sketch*.

"WHY do you insist on having that old enemy of yours mentioned for the Presidency?"

"Because," said Senator Sorghum, "I wish to call attention to the fact that he couldn't get it if he tried."—*Washington Star*.

MONEY FROM MOTORISTS.—Installing a Wayne Monarch gasoline curb pump will cause passing motorists to stop at your store and contribute appreciably to an increase in your volume of sales. It will mean that instead of serving as a neighborhood institution exclusively, your store can cater also to the hundreds of motorists who pass by daily.

Aside from being purchasers of gasoline, automobilists are good customers for sodas, ice cream, candy, cigars, toilet articles, souvenir post-cards, travelers' necessities and innumerable other articles of merchandise which appeal to car riders. The person who stops for gasoline rarely departs without making additional purchases.

A Wayne Monarch pumps 20 gallons a minute; it is the only pump that requires no backward strokes. The Wayne filter is remarkably efficient and easily kept clean. The 20-gallon clock dial shows the customer exactly how much he is getting, while the recording meter enables the dealer to keep track of his output and to check up the accuracy of his clerks.

If you want to learn of the many other advantages of the Wayne Monarch, clip and mail the coupon attached to the ad, elsewhere in this issue, of the Wayne Oil Tank and Pump Co., 12 Canal Street, Fort Wayne, Ind. You will receive by return mail an illustrated circular and descriptive matter concerning Wayne System pumps and tanks for gasoline.

YOUNG GIRL: "Yes! I feel an intense longing to do something for others."

Friend: "Just whom do you mean by others?"

"Well, I suppose almost anybody outside of my immediate family."—*Life*.

"WILLIE," said the teacher of the juvenile class, "what is the term 'etc.' used for?"

"It is used to make people believe that we know a lot more than we really do," replied the bright youngster.—*Chicago News*.

ONE thing that the British public has made up its mind to: There will be no equestrian statue of George V.—*Seattle Post-Intelligencer*.

"DOESN'T that girl over there look like Helen Brown?"

"I don't call that dress brown."—*Yale Record*.

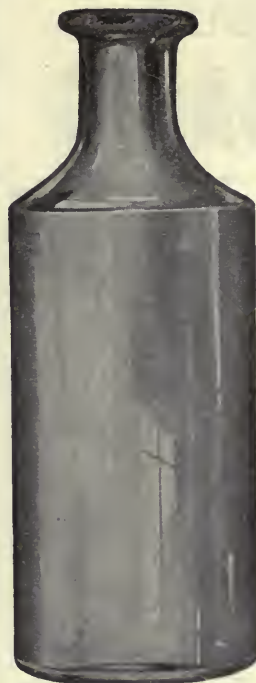


Pluto Profits

You don't have to cut the price to sell PLUTO WATER; its popularity is such that people would pay twice the price if necessary. You sell at full price and get a full profit. Thus, with the steadily growing demand and ever-growing patronage, your annual profits on PLUTO sales will reach a very attractive total. Ask us more about it!

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana



Flower City Oval

YOU

want good bottles.

Why not be sure of getting them by placing your order with a first-class factory?

Send for Price List or Samples.

We use small size cases.

Order NOW.

**F. E. REED
GLASS CO.,**

Rochester, N. Y.



What Ails Them?

You should know, because as a druggist your folks look to you for advice on animal husbandry. Carry a line of poultry remedies and they'll bring their poultry troubles to you—carry

Conkey's POULTRY REMEDIES

and you'll have a dependable special remedy for each curable poultry disease. Poultry raisers to-day realize that it pays to doctor ailing fowls just the same as other animals.

Write for our dealer proposition on Conkey's Poultry Tonic, Roup, Gape and White Diarrhea Remedies.

A small investment gives you a complete line of the remedies needed at this season when poultry remedy sales are greatest.

We guarantee "Your Money Back If Any Conkey Remedy Ever Fails."

CONKEY'S NOX-I-CIDE

an economical, effective dip and disinfectant. Good for poultry yard, stable or house use. Retail prices—60c qt.; \$1.50 gal.

CONKEY'S FLYKNOCKER

Chases flies. Saves irritation of man and beast from the winged pests. Makes contented animals and helps get bigger profits. Non-poisonous. Retail at 35c qt.; \$1.00 gal.

CONKEY'S STOCK REMEDIES

are reliable and time tested. No fillers, but each possesses real medicinal values. Everyone compounded for a particular disease. Write for dealer's price list and for our advertising assistance.

The G. E. Conkey Co., 5007 Conkey Bldg. Cleveland, O.



Don't
Worry!
Conkey
Will Cure
Me

NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

"My hair is coming out," said a man to his doctor. "Please give me something to keep it in."

"Well," said the doctor, "here's an old pill box. Will that do?"—*Philadelphia Bulletin*.

He: "Can't you find anything pleasant to say about the members of my family?"

She: "Well, I remember they were all opposed to our marriage."—*Richmond Times-Dispatch*.

EASTER SUNDAY falls upon April 23 this year, and offers the alert druggist a splendid opportunity for making artistic window displays of seasonable merchandise.

Five such displays are illustrated and described in the new third edition of "Window Displays for Druggists." Clean-cut photographic reproductions of the windows are shown, and each trim is described so that it may be easily and successfully duplicated.

In addition to the Easter windows the book contains reproductions of 110 other displays suitable for use at different times during the year. There is also included a chapter on "Trimming the Window," two calendars suggesting articles for display every week in the year, a collection of clever slogans for use on show-cards, and other material to help the druggist make the most of his window space.

One dollar sent to E. G. Swift, P. O. Box 484, Detroit, Mich., will bring you the book post-paid.

PHILANTHROPIST: "I wish to found a great university on this site. Is it desirable?"

Expert (doubtfully): "It will take a lot of grading before football can be played here."—*Woman's Journal*.

BIG PURPLE ATHLETE: "I'm a little stiff from lacrosse."

Attentive Frosh: "Wisconsin?"—*Williams Purple Cow*.

You can provide each of ten of your doctor friends with a thousand prescription blanks printed on fine bond paper, bound in pads of 100 with or without flaps to fit cases, for an expenditure of only \$8.45. For that sum the Stillwater Printing Co., of Warren, Pa., will send you the 10,000 blanks. Leather cases to hold the blanks, imprinted with the doctor's name in gold, may be obtained for 90 cents each.

Upon mention of the BULLETIN OF PHARMACY, the company will send you samples of the prescription blanks and also of drug envelopes, stationery, delivery envelopes, remittance blanks, etc.

Right now is a good time to write for the samples.

AFTER THE ELOPEMENT.—She: "I am telegraphing to papa asking forgiveness."

He (broke): "Better make it 'forgiveness and funds.'"—*Boston Transcript*.

SUITOR: "What makes you think, sir, that I will not be able to support your daughter?"

Her Father: "The difficulty I've had in doing it myself."—*Boston Transcript*.

WILLIE: Father, why do they call it the mother tongue?

Papa: Son, do you know for whose use it was made?—*Michigan Gargoyle*.

THE Romance of Coca-Cola" is the title of a typographically artistic booklet now being distributed by the Coca-Cola Company of Atlanta, Ga. It presents an interesting review of the many-sided developments of the Coca-Cola industry during the 29 years since its inception.

Twenty years ago the Coca-Cola company occupied one small rented building in Atlanta. Today in addition to the magnificent parent plant in that city, it owns eleven branch houses in the United States, two in Canada and one in Havana.

Twenty years ago one mule did all the hauling from the first Atlanta factory to the railway. To-day nineteen modern motor trucks are busy all day long, although the present Atlanta plant has its own railroad sidings.

Twenty years ago the factory used a ton of sugar a week; now an average of eighty tons of sugar a day goes into the syrup that is one of the principal ingredients of Coca-Cola.

Twenty years ago there were few soft drink bottling establishments that handled Coca-Cola. There are now one thousand and thirty-one, with an outside equipment of over two thousand motor trucks and as many more delivery wagons.

Twenty years ago the annual sales of Coca-Cola were 76,244 gallons of syrup, or 9,759,232 glasses. To-day the daily sales are nearly a third of that figure—approximating 3,000,000 glasses—giving the tremendous total of 7,231,562 gallons of syrup yearly, or 925,629,936 glasses.

A copy of the booklet may be obtained by application to the company at its Atlanta office.

"SOME are so intensely modern that they prefer a Corot to a Rembrandt!"

"If it's a better hill-climber, I don't blame 'em. Me for the French car every time."—*Puck*.

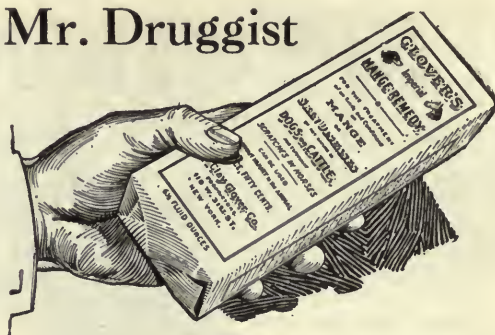
"THE wicked stand in slippery places."

"That's true," replied Senator Sorghum, "and yet it looks to me as if some mighty good people get the worst of a landslide."—*Washington Star*.

"Do you believe in preparedness?"

"Well, a little money in the bank is always a good thing."—*Detroit Free Press*.

Mr. Druggist



Here is the leader
of hair tonics and renewers

Glover's Mange Remedy

A business success of over 35 years is
behind this remedy.

Advertising matter bearing imprint and display
cards supplied gratis to barbers.

H. Clay Glover Company

118 West 31st Street

New York City

(Made in U. S. A.)



LOVE'S FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

IN 5-POUND BOTTLES
12 Bottles to the Case

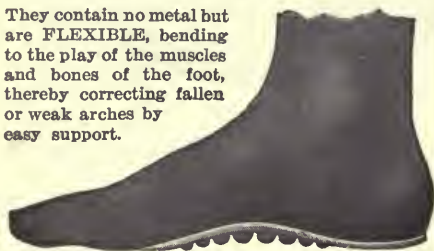
Advertising Matter Included.

F. S. Love Manufacturing Co.
Confectioners,
JOHNSTOWN, PA.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

Whitney Glass Works

ESTABLISHED 1776.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles

Narrow and Wide Mouth

by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York

Philadelphia

Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

THE young druggist turned a morsel over in his mouth, tasting it skilfully. "'Smatter o' that cake, dearie?" he asked the lady who had recently consented to share his income. "Tastes kind of coal-oily, doesn't it?"

"Oh, dear!" sobbed the bride, "I was afraid it wouldn't work; but butter and lard and everything are so high so I tried shortening with vaseline. We can get that at cost."—*Southern Pharmaceutical Journal*.

IMOGENE: "Why was Jack dropped from the crew?"

Harry: "He wasn't stroking 'em right."

Imogene: "Oh, I see; he rubbed them the wrong way!"—*Judge*.

PROMPT FIRE-LOSS ADJUSTMENT.—BULLETIN readers will remember that in the March issue there was published an interview with E. C. Kinsel, a prominent Detroit druggist, in which it was stated that the Kinsel store was subjected recently to a disastrous fire which destroyed the entire establishment.

Mr. Kinsel was, of course, fully protected by insurance, and it is interesting to note that nine days after the fire loss was adjusted Mr. Kinsel received a check for \$7500 from the Druggists' Indemnity Exchange; of St. Louis, Mo., with which company he was insured.

Prompt settlement of claims, as in this instance, is one of the principal benefits derived by subscribers to the Exchange. In addition, subscribers, because of the coöperative principle upon which the Exchange is conducted, are enabled to save nearly 40 per cent on their policy payments.

Why not let the Druggists Indemnity Exchange tell you what amount it can save you on your policy? The coupon attached to the company's ad., elsewhere in this issue, will bring full details.

FATHER: "Listen, Harold! The camel can go eight days without water. Isn't that wonderful?"

Harold: "Not very—you ought to hear Charlie Brown tell one!"—*Judge*.

PESSIMIST: "You haven't had all that you wanted in life, have you?"

Optimist: "No; but I haven't had all that I didn't want, either."—*Brooklyn Life*.

MRS. KAWLER: "Do you consider Alice very good-looking?"

Mrs. Blunderby: "Oh, Alice is pretty enough; but I wouldn't call her an Adonis."—*Boston Transcript*.

MOTHER (looking through magazine): "Darling, I see from statistics given here that every third baby born in the world is a Chinese."

Father (fondling his first born): "Thank God this is our first."—*Everybody's*.

MOTHER to father after hearing her son rehearse the Greek alphabet: "Ezra, we can't let Silas go back to college again."

"Why not?"

"He has learned to swear. I just heard him say Alfred beat-er, damn-her, pelt-her."—*Penn State Froth.*

"PA, what is a pessimist?"

"My son, a pessimist is a man who, when given his choice between two evils, takes both of them."—*Life.*

HERE'S a profit-producing plan that is being used successfully by many druggists: Keep a bottle of Pluto Water at the fountain and serve a wineglassful in an ordinary soda glass, filling up the glass with charged water, to patients in need of a reliable laxative.

The dose costs about 2 cents and brings from 10 to 15 cents according to the location of the store. And the customer who buys the single dose will quite often purchase an entire bottle if the druggist suggests it.

The French Lick Springs Hotel Company, French Lick, Indiana, will help you bring your Pluto profits to a very attractive total. A postal card request mentioning the BULLETIN starts the information on its way.

"THIS is a toy tea-seat my little girl got for Christmas. She likes to serve make-believe tea and make-believe sandwiches. A harmless fancy."

"Perfectly. I've been to grown-up affairs where they did it."—*Louisville Courier-Journal.*

"WHAT kind of a cigar does your husband prefer, Mrs. Nurich?"

"Let me see. I think it's a coloratura soprano, but I'm not positive."—*Buffalo Express.*

CUT PRICES are not a bugbear for druggists who sell Crème Elcaya. This staple preparation is handled by every large dealer in the United States and, with less than a score of exceptions, is retailed by all of them at full price.

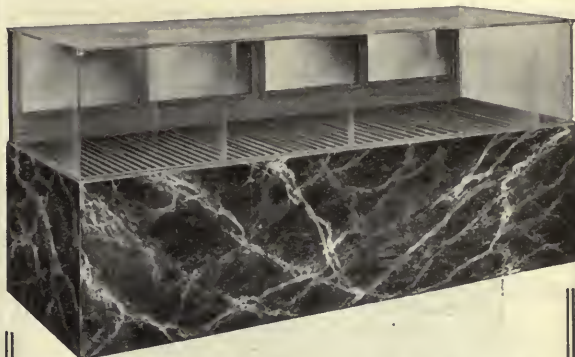
James C. Crane, 108 Fulton Street, New York, will help start Crème Elcaya profits your way. Write him to-day for particulars.

"THEY say young Van Bluffer is becoming an expert toe dancer."

"Correct," agreed the sweet young thing. "He's practiced on mine for years."—*Buffalo Express.*

"ISN'T the floor wonderful?" he asked as they whirled along.

"How do you know?" snapped his fair partner. "Your feet haven't touched it since we began to dance."—*Buffalo Express.*



Increasing Sales and Profits.

NEW WAY store equipment is overcoming the problems—and *increasing sales and profits* for hundreds of modern drug stores—and it will do the same for you.

The line is completely and interestingly covered in our new catalogue "D"—which is now ready. Send for *your* copy to-day.

GRAND RAPIDS SHOW CASE CO.

Largest Manufacturers of Store Furniture in the World.

GRAND RAPIDS, MICHIGAN.

Branch Factory: LUTKE MFG. CO., Portland, Ore.

OFFICES AND SHOW ROOMS:

NEW YORK, 724 Broadway.	CHICAGO, 316-18 W. Jackson Blvd.	ST. PAUL, 315 Jackson St.
ST. LOUIS, 1134 Washington Ave.	PITTSBURGH, 928 Penn Ave.	DALLAS, 409 Scollard Bldg.
BOSTON, Room 305 Harvey Building, Corner Chauncey and Bedford Sts. Boston, Mass.		

DISTILLED WATER

AT

2c Per Gallon

Guaranteed By

STOKES

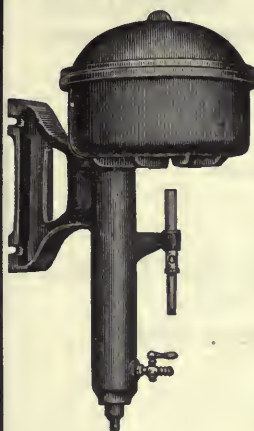
AUTOMATIC

WATER STILLS

Price Only \$18.

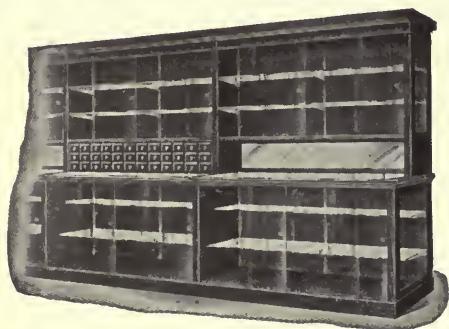
F. J. Stokes Machine Co.

PHILADELPHIA, PA.



ATTRACTIVE DISPLAY

THE MOST ESSENTIAL
POINT IN MODERN
MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

PEERLESS BRAND

CORKS

Manufactured expressly for the
Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

He: "Does your father object to my staying so late?"

She: "No; he says it serves me right for being in when you call."—*Boston Transcript*.

"He's so reckless he's always taking chances."

"Oh, do send him to our charity bazaar."—*Baltimore American*.

THE POET: "It is but a step from the sublime to the ridiculous."

The Girl: "Watch your step!"—*Judge*.

AN OLD-TIMER TALKS.—Not long ago, a traveling salesman asked one of his customers, a druggist of thirty years' experience, how it was that the latter seemed to have the good-will of nearly every one who entered his store.

"The reason is the rapid service I give them," replied the druggist. "It's a service I couldn't have given when I began in the business. We didn't have the system, the equipment, the various devices for time-saving then."

"Just to illustrate what I mean, take the matter of labeling. There was a time, and not so long ago, either, when if I wanted a label, I had to pull out a label drawer and start a search. In spite of utmost care, the labels would get mixed up and soiled."

"Today I merely turn to this cabinet you see here and with one motion have any desired label in my hand. There isn't a chance for a label to go astray. We have a lot of damp weather here but I have never been troubled by any of these labels sticking."

"Now if you see any of your trade still bothering with the label drawer and want to do them a good turn, tell them about this cabinet. Tell them to write the manufacturers of the cabinet and the gummed roll labels that go with it, the McCourt Label Cabinet Co., at Bradford, Pa."

"Thanks very much for the idea," answered the travelling man, who hoped some day to settle down in a drug store of his own; "this is one time when I have learned something worth while about the retail drug business."

"SETH SMIGGLES says you are another Daniel Webster."

"Yes," replied Senator Sorghum; "Seth is always comparing me with somebody who is dead."—*Washington Star*.

BETTY: "Uncle Sandy, is loving a verb or an adverb?"

Sandy: "Neither; it's a d—d nonsense."—*Princeton Tiger*.

"Did you say he lived in New York day in and day out?"

"No, day in and night out!"—*Judge*.

"YOUR wife has a muscular affection which renders her speechless. I can cure her, but it will take time."

"Take all the time you want, doc," responded the mean man.—*Louisville Courier-Journal*.

"I SHOULD like to make your case my study," said the Eminent Specialist.

"But I haven't a cent," objected the Case.

"Did I say my study? My vestibule, I meant—this way out, please!"—*Judge*.

EACH SPRING sees a considerable addition to the number of people already engaged in the interesting and profitable business of poultry raising.

These bird-fanciers—both oldtimers and recent converts—have read in farm and poultry papers about the beneficial effect of sour milk on the digestive tract of little chicks, but have been deterred from following the advice because of their inability to get clean, sanitary buttermilk and get it regularly.

Conkey's Buttermilk Starting Food gives these people a chance to prove the merits of the treatment—and gives the druggist a chance to make some highly desirable profits. Conkey's Food contains all the valuable digestive and food elements of good buttermilk, less only the water. It is mixed with a balanced ration of clean, wholesome grain, forming a complete food for the first three weeks—the critical time of a chick's life. The cost of feeding it is less than one cent per bird.

Poultry journals are carrying feature ads of Conkey's Buttermilk Starting Food, and many poultry keepers are beginning to feed it to the spring hatches that are now here. To-day is a good time to write to the G. E. Conkey Co., 5007 Conkey Bldg., Cleveland, Ohio, and find out how you can make its sale a source of profit to you.

"WHAT was the result of the flood?" asked the Sunday school teacher.

"Mud," replied the bright youngster.—*Chicago Daily News*.

MRS. KAWLER: "Well, after courting awhile young folks will get married, you know."

MRS. BLUNDERBY: "True. Cupid, the god of love, must give way to Hyphen, the god of matrimony."—*Boston Transcript*.

"BOBBY, do you know you've deliberately broken the eighth commandment by stealing James's candy?"

"Well, I thought I might as well break the eighth commandment and have the candy as to break the tenth and only 'covet' it."—*Life*.

SHE: "Do you remember that you once proposed to me and that I refused you?"

He: "Yes, that is one of my life's most beautiful memories."—*Buffalo Courier*.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

All leading jobbers stock Benger's Food.

If your jobber is out of stock, please write our distributors as below.

Benger's is the one food which combines the natural digestive principles. It is quite different from any other food obtainable.

BENGER'S
Food Reg. U.S. Pat. Off.

*For Infants, Invalids,
and Aged Persons*

*is regularly advertised to the
U.S. Medical Profession.*

Druggists' sample, with literature, mailed free.
Showcards and advertising material on application to
BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

79 U.S.

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.



CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
**ALLEN TELESCOPIC
and
KENT PATENT TOPS**

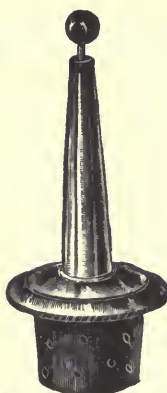
for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.
Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway



"Would you—er—marry me, Winnie?"

"Oh, Algy, you surprise me! Certainly I'll marry you."

"But—I'm not serious, doncher know! Cawn't you accept a joke?"

"That's exactly what I've done."—*Life*.

"THEY say people with opposite characteristics make the happiest marriages."

"Yes; that's why I'm looking for a girl with money."
—*Brooklyn Eagle*.

A ROLLING stone gathers no moss, but it gets so smooth that nobody has anything on it.—*Puck*.

PEPTO-MANGAN (GUDE) is now an American product, exclusively owned, controlled and manufactured in the United States.

This extensively used preparation was formerly made in Germany and, although the foresight of the M. J. Breitenbach Company of New York enabled them to provide against serious shortage by importing exceptionally large quantities of Pepto-Mangan (Gude) shortly after the outbreak of the war, it was decided to do the manufacturing in this country.

Construction of new laboratories was begun and would have been completed by February 1 had it not been for unavoidable delays in securing necessary machinery. These laboratories are now in operation and the temporary shortage occasioned by the delay, which might have grown to serious proportions, is now entirely overcome.

Pepto-Mangan (Gude), made in America, exactly the same preparation as heretofore, can now be obtained in any quantity and at the same price as in the past. This is due entirely to the foresight, enterprise, and energy of the M. J. Breitenbach Company.

TEACHER: "What is water?"

Willie: "A colorless fluid that turns black when you wash your hands."—*Panther*.

"CAN you come to the jeweler's with me to-morrow, dearest? I'd like you to choose the ring yourself."

"In that case perhaps you'd better save up a little longer, darling."—*Life*.

PATRON: "I say, waitah, is this peach or apple pie?"

Garcon: "Can't you tell by the taste?"

"No."

"Then what difference does it make?"—*Judge*.

GLADYS: "I wonder which is the easiest way to acquire a fine sweeping gait?"

Mother: "Just go over there and take that broom."—*Baltimore American*.

OLD GENTLEMAN (engaging new chauffeur): "I suppose I can write to your last employer for your character?"

Chauffeur: "I am sorry to say, sir, each of the last two gentlemen I have been with died in my service."—*Punch*.

"A SMALL boy came into my store the other day," remarked the druggist, and asked for 5 cents' worth of 'jumps.' Now what do you suppose he wanted?"

When everybody gave it up the druggist told them what the boy had been sent for was hops.—*Western Druggist*.

"LADIES," announced the president of an afternoon bridge club, "ladies, it has been moved and seconded that there shall be no conversation at the card tables. What shall we do with the motion?"

"I suggest," said a sprightly little blonde, "I suggest that we discuss it while we play."—*The Feminist*.

FOR a limited time the Bi-Oxol Company, 94 John St., New York City, will give two tubes of Oxynoleum free with each dozen ordered. The price is two dollars a dozen, less ten per cent. With each initial order the company will also furnish, free of charge, a handsome metal sign which tends to create customers.

Oxynoleum is an oxygen-liberating compound composed of peroxide of zinc, powdered alum, zinc oxide, ichthyol, phenol, resorcin, menthol and aromatic oils combined with a pure petrolatum and stearin base. Its use is indicated in the treatment of wounds, ulcerations, contusions, inflammations, and skin affections of all kinds. It acts as an antiseptic, anodyne, antiphlogistic and astringent application.

The special profit-sharing offer is made for a short time only, and it should be responded to promptly, if you wish to take advantage of it.

"Now, Willie, let's be frank with each other. What will you take an evening to let your sister alone while I'm with her?"

"I can't take anything. You see, sister has already made me an offer to hang around."—*Life*.

KID: "How did you get the red marks on your nose, uncle?"

Uncle: "Glasses, my boy!"

Kid: "Glasses of what?"—*Erie Review*.

HOKUS: "Why do those two girls hate you so?"

Pokus: "I once told them they looked alike."—*Judge*.

THE DOCTOR: "So far as I can tell by close observation, you have an entirely new disease."

The Author: "Can I get it copyrighted?"—*Life*.

POMPEIAN OLIVE OIL ALWAYS FRESH

DOCTORS recommend Pompeian—its merit has won the endorsement of hospitals all over the country—for Pompeian—finest quality olive oil—is *always fresh*.

¶ The enlightened purchasing public is now, at last, face to face with the fact that olive oil cannot remain sweet and pure indefinitely—as tinned vegetables. They realize that olive oil is a commodity that should be handled with the same care as dairy products.

¶ Fresh eggs, fresh butter, sweet milk—and Pompeian Olive Oil—the up-to-date housewife places them in the same category. For the Pompeian Company—proud of its product and solicitous for the welfare of its consumers—jealously protects the sweetness of Pompeian Olive Oil.

Write for our book of selected salad recipes mailed free to any address

FULL MEASURE TINS

Gallons Half-Gallons

Quarts Pints Half-Pints

THE POMPEIAN COMPANY

GENOA, ITALY

BALTIMORE, U. S. A.

THE STANDARD IMPORTED OLIVE OIL

EASY TO SELL

Because it is a reliable, quick-acting Laxative that is pleasant to take and has no bad after effects.

EX-LAX

The Sweet Chocolate Laxative

has become a self-selling staple that makes satisfied customers and allows the Druggist a handsome profit.

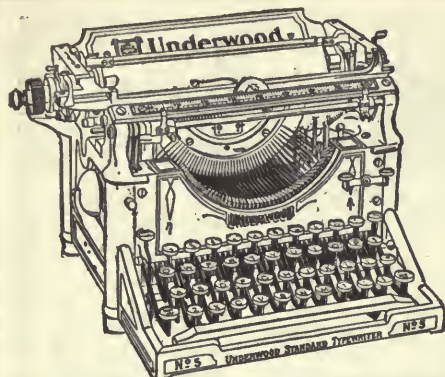
EX-LAX MANUFACTURING COMPANY

29-31 DeKalb Avenue

Brooklyn, N. Y.

CHICAGO OFFICE:
208 N. 5th Ave.

SAN FRANCISCO OFFICE:
1119 Fillmore Street.



Rent an UNDERWOOD

WHY?
BECAUSE

It's the easiest typewriter to learn and operate.

It is used by the largest corporations.

It has held the International Speed and Accuracy trophy for ten years.

It is endorsed by all experts and world's champions.

"The Machine You Will Eventually Buy"

DIGALEN

**PANTOPON
SEDOBROL**

**THIOCOL
LAROSAN**

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works,

NEW YORK.



Here's Another One!

H. L. Hoffman, druggist, Leipsic, Ohio, ordered a copy of "The Retail Druggist and His Profits," and then wrote us the following letter:

A week or so ago I received your book entitled "The Druggist and His Profits." It surely is a dandy. I have already sold several copies for you. Next month I am going to attend the Rexall convention in Columbus, and I shall take the book along with me and show it to all of the boys. I think it will do them all good.

This is the way every druggist feels about the book after he has seen and read it. It means several hundred dollars a year in increased profits.

Sent for \$1.00 post-paid.

E. G. SWIFT,

P. O. Box 484.

Detroit, Mich.

"PA, what's 'innocuous desuetude'?"

"It's what I fall into, son, when your mother and a caller start to discussing the servant problem."—*Birmingham Age-Herald*.

"FIX-THE-FLY" sticky paper embodies a new idea in fly-paper, being made in single sheets and folded, making it unnecessary to open up and use two sheets at a time. It is made by a special process and retains the fly-attracting power for a long time. It does not run or drip.

Other "Fix-the-Fly" products are a sticky ribbon hanger, one yard long, which comes in a neat box that acts as a receptacle for dripping; a metal tablet, containing an effective fly-killing poison, that is secure against children and house pets; and a plain pulp tablet, to be placed in a shallow dish and covered with water, which retains its killing properties indefinitely.

"Fix-the-Fly" products allow the dealer liberal profits, full particulars of which may be secured by writing to Berg & Beard Mfg. Co., 12-14 Steuben Street, Brooklyn, N. Y.

BRIDE-TO-BE: "I hope, dear, we won't get any duplicate wedding presents."

Groom-to-Be: "Oh, I don't know. Dad's promised us a \$5,000 check, and I wouldn't mind getting a duplicate from your father."—*Boston Transcript*.

Save On Your Fixtures



by installing a Benderscheid "Victor" or "Olympic" Sectional Drug Outfit. They fit any size or shape of store, are handsome, durable—and cost 10% to 20% less than similar made-to-order outfits.

Examine the accompanying cut of an actual photograph. See what a handsome store a sectional outfit can produce. Then remember—the material and workmanship are the very highest. All doors are dust-tight and operate on steel track and ball-bearing rollers. No strips, springs or catches.

"Victor" and "Olympic" Sectional Outfits are carried in stock, ready for instant shipment. Settees, Wainscoting and Pier Mirrors, such as shown in illustration, are made to order. We sell through Jobbers.

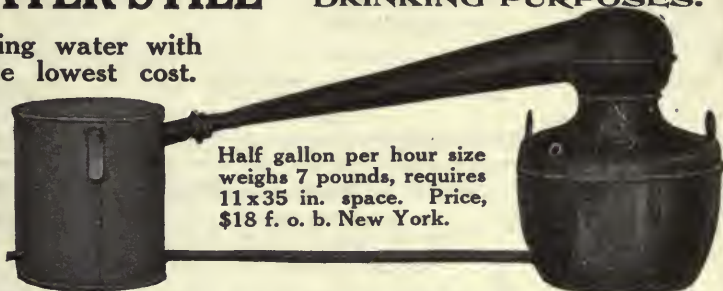
Write your favorite Jobber for our 80-page illustrated catalog No. 14. It contains specifications and all particulars.

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.
Benderscheid Mfg. Co., 2800-2826 N. 9th St., St. Louis, Mo.

AUTOMATIC WATER STILL FOR LABORATORY OR DRINKING PURPOSES.

Specially designed for distilling water with the least trouble and at the lowest cost.

The still is built of copper, lower section of one piece, interior surfaces are lined with pure block tin, coil in condenser is of pure block tin pipe. Nothing to corrode or rust. Insures pure water.



Half gallon per hour size weighs 7 pounds, requires 11x35 in. space. Price, \$18 f. o. b. New York.

JOHN TRAGESER STEAM COPPER WORKS, 447-457 W. 26th St., NEW YORK.

"I WANT to write a description of a pack of wolves. But where can I find a pack of wolves?"

"You might make some satisfactory studies around my boarding-house."—*Spokane Spokesman-Review.*

As a safe and palatable laxative for children many druggists are offering Mrs. Winslow's Soothing Syrup. The preparation is absolutely non-narcotic and has the formula stated plainly on every bottle. It meets the requirements of all federal, State, and municipal food and drug laws.

In addition to conducting a nationwide advertising campaign in the interests of Mrs. Winslow's Soothing Syrup, the manufacturers also supply high-class dealer helps to druggists carrying this product. A supply of the advertising matter will be sent to any druggist who writes to the Anglo American Drug Co., 215-217 Fulton Street, New York City.

"Do you know the nature of an oath, madame?"

"Well, I ought to, sir. We've just moved and my husband has been laying the carpets."—*Topeka Journal.*

"Do you think a man's wife ought to go to his office?"

"Why, I would just as soon think of taking my stenographer home with me."—*Judge.*

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.

NEW YORK



ALL-GLASS TOP SHOW CASES

Ornamental. Practical. Inexpensive.

Boost your sale of small articles by using All-Glass Top Cases. Utilize space that otherwise is wasted. Display your goods on a direct line with the customers' eyes. Increase your "turn-over," avoid the accumulation of dead stock.

Used and indorsed by leading druggists throughout the country. Constructed entirely of plate glass cemented together. More substantial than your floor cases. The best medium for displaying small articles you have ever tried.

CATALOG AND PRICES ON APPLICATION

THE COLUMBUS SHOW CASE CO.

COLUMBUS, OHIO.



ROBERTSON'S FRUIT TABLETS

Keep indefinitely, but SELL so readily after once tried that their keeping qualities are rarely tested.

There's a lot more to the cost of genuine fruit tablets than the mere price per pound.

ROBERTSON CANDY CO.

ROBERTSON-BRADSHAW CO.

NEW YORK CITY.



WHICH ONE REPRESENTS YOUR STORE?

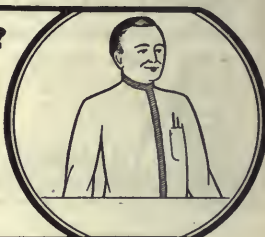
Every firm is judged by its salesmen and the salesmen are largely judged by their own personal appearance.

"WEISSFELD" COATS on your Clerks reflect credit on your own methods.

We offer 25 styles, 40 patterns. All materials thoroughly shrunken. Express charges prepaid to all points. Samples and instructions for measuring sent FREE. Absolute Satisfaction in Quality, Workmanship, Fit and Style Guaranteed or Money Refunded.

M. WEISSFELD MFG. CO., 253 W. Market St., Philadelphia, Pa.

Note the Name—no connection with any other firm.



READ THIS OFFER

AND SHARE PROFITS WITH US ON

OXYNOLEUM

THE ORIGINAL OXYGEN OINTMENT
FOR EVERY EXTERNAL AILMENT.

For a limited time we will give two tubes FREE with each dozen tubes of OXYNOLEUM. Price \$2.00 per dozen, less 10 per cent. We will also furnish FREE one of our handsome metal signs which is not only ornamental but also a good business-getter. Write us to-day.

BI-OXOL CHEMICAL CO., 94 John Street, NEW YORK CITY
(Successors to BIOPLASM MFG. CO.)

Build Your Soda Trade



by providing inviting quarters for your customers. Rickety chairs and unsightly tables drive trade away. A dime's a dime anywhere and people will spend them where surroundings are pleasant. With

UHL ART STEEL

Fountain Chairs and Tables

you can make your fountain the show place of the town. Made of handsomely finished cold rolled steel—not wire or scrap iron. Graceful but durable. They are used at the best fountains everywhere. Ask Your Jobber or write us for complete catalog.

The Toledo Metal Furniture Co., 3204 Dorr St., Toledo, O.

FIRST BRIDGE FIEND: "I once knew a man who had thirteen trumps and never took a trick."

Second Bridge Fiend: "How so?"

First Bridge Fiend: "His partner led an ace, he trumped; and then his partner threw him out of the window."—*Brunonian*.

THE thirty-seventh annual meeting of the Kansas Pharmaceutical Association will be held this year from May 16 to 18 at Kansas City, Kansas. The program planned is an interesting one, a special feature being an address by Mr. Sheldon of the Sheldon School of Salesmanship, Chicago, Ill.

Officers of the Kansas association for 1915-1916 are Walter J. Bangs, president; D. v. Riesen, secretary; Jonathan Schmitter, secretary; and J. W. Giesburg, of Kansas City, local secretary.

MARRIED NIECE: "Harry wired me last night."

Finical Aunt: "What an absurd expression. As if you were a champagne bottle or a cheap bouquet."—*Boston Transcript*.

"Does your wife favor useful gifts?"

"Too much," replied Mr. Meekton. "Last Christmas she bought me a nice, new snow shovel."—*Washington Star*.



Prepare Against Waste by Using the GEM WASTE PAPER BALER

and turn your waste paper into paper dollars! Why burn your waste paper when it is worth from \$9 to \$15 per ton?

Our Gem baler is capable of making a 100 lb. bale, and is simple, strong, durable, and efficient, occupying small floor space; guaranteed for five years, will last a lifetime.

300 names of paper mills sent free with each baler. We also manufacture smaller and larger balers. Send at once for catalogue No. 42.

THE GEM MANUFACTURING CO., BASCOM, OHIO

Read: "Turning Waste into Cash," in the January number of this publication.



WADE'S BUSINESS STIMULATOR

DRUGGISTS are boosting their sales enormously by giving my aquariums away Free with each 50c purchase and getting their money back from the sales of fish food.

Comb. E. 144 24-oz. fish globes, 283 med. gold fish, 144 boxes 10c fish food, dip net and plant, **\$19.60**

Comb. B. 72 quart fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant, **\$11.00**

Comb. C. 72 1/2-gal. fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant, **\$14.40**

We give 25 EXTRA fish if cash accompanies order. Try Comb. E, the biggest globe and fish value ever offered to the trade.

Globes by Freight.

F. O. B. Toledo, O.

Fish by Express.

J. J. WADE & CO., Toledo, O.

BUFFALO COLLEGE OF PHARMACY OPENS OCT. 4

its 31st Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph.G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A.C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now."

FRANK E. LOCK, Phar. M., Secretary.

"Do you think your son is improving in his English?"

"Yes," replied Farmer Cornlossel; "that is, if you're talkin' about billiards instead of language."—*Washington Star*.

SAPPLEIGH: "Robson is the biggest ass in town, but his wife is the cleverest woman I know—aw—present company excepted, of course."

Miss Keen: "Yes, in both cases."—*Boston Transcript*.

BENGER'S FOOD for infants, invalids and aged persons is consistently and constantly advertised to the medical profession. As a result of this advertising physicians are daily recommending "Benger's" to their patients.

Show cards and advertising material that will bring these people to your store may be obtained from Benger's Food, Ltd., 92 William Street, New York City.

"HAVE you found out anything about the robbery?"

"Yes; there's a morning-glory vine root at the back of the house."

"What's that got to do with it?"

"Shows that a porch-climber has been about the premises."—*Baltimore American*.

BOHNER'S 1916 CREATION

PATENT CRUSHED FRUIT BOWL

WITH AUTOMATIC HINGED GLASS COVER

Attractive—Clean—Sanitary

To remove or replace cover—simply lift lid and it automatically goes to place.

The perfect ease of handling, the saving in space, breakage and waste or loss of fruit will appeal to you.

Order from your Jobber.



Manufactured by Bohner Mfg. Co., Chicago, Ill.

DOES NOT ANTAGONIZE
NATURE

ALKALOL

8-oz. \$4.00 per Doz.

16-oz. \$6.75 " "

ALKALOL COMPANY, - Taunton, Mass.

Fill the Rx with MERCK'S

THE NEW METAL SOLDER THAT BUILDS BUSINESS!



SOLDERALL comes in collapsible tubes. Squeeze a little out—apply a little heat and you have a perfect job of soldering. Every housekeeper can now repair pots, pans, etc. Solderall is a pure tin solder combined with a non-corrosive flux. Ready for instant use. Its quality and convenience means a steady repeat business.

1 Doz. in Display Carton: Price, \$4.00.

Order from your Jobber.

THE EMENAR CO., Inc., 44 E. 23rd St.,

NEW YORK CITY.



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure.

Catches 50,000,000,000 Flies Each Year



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do Rapid, Clean-Cut Lettering with our Improved Lettering Pens. Practical Lettering Outfit consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card

(in colors), complete instructions, figures and alphabets, prepaid at the special introductory price of \$1.00. DRUGGISTS' and DISPENSERS' PRACTICAL SHOW CARD INSTRUCTOR.—This book is 6x9½ in size and contains 144 pages. It is a practical treatise on Pen and Brush lettering, illustrating a large variety of practical Alphabets, Price Tickets, and Lettered Show Cards especially adapted to the Drug Trade, Prepaid \$1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC LETTERING PEN COMPANY, DEPARTMENT R, PONTIAC, MICHIGAN, U. S. A.

CRÈME ELCAYA

THE

Pace Maker

IN

Price Maintenance

HIGGINS'



Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London.

271 Ninth Street,

Brooklyn, N. Y.

"I've been waiting to see you for two hours," said the agent.

"Huh, you're lucky to have me give you two minutes!"—*Houston Post*.

WITH summer but a few weeks off, calls will soon begin to come in for something to relieve tired and aching feet caused by the warm weather.

Perfection air cell arch cushions are especially designed for relieving foot troubles. They contain no metal but are flexible, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support. They are made of the finest quality of leather with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell, that produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Trade price and full particulars concerning this popular 50-cent seller may be obtained from the Elastic Tip Company, 370 Atlantic Avenue, Boston, Mass.

"I NEVER knew that man yonder ever to treat anybody well."

"Why not?"

"They have to be ill first; he's a doctor."—*Baltimore American*.

ANTISEPTIC
RECREO
POWDER

SEND FOR A SAMPLE

IS THIS FORMULA CORRECT?

Stearate of Zinc, Balsam Peru and Boric Acid are the ingredients used to make RECRO a perfect healing, dusting and antiseptic powder. You know the necessity of such a powder, especially for babies in the summer-time, and with our advertising you can certainly sell lots of it. We have an especially good proposition for you. Write us at once.

RECRO MFG. CO., UTICA, N. Y.

Young's Victoria Cream

MADE IN TOLEDO



THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for the customer—no more sticky and slimy checks. Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. THE LOCK-STUB CHECK COMPANY, 22 Quincy St., Chicago.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York



"See here, I'm told you called me a 'blithering idiot.'"

"I did not."

"Umph!"

"'Blithering' is an adjective I never use."—*Birmingham Age-Herald*.

MORE than a million homes are now supplied with Eveready Safety Flash lights—a decidedly healthy field from which dealers are deriving steady, lasting trade in renewals of Tungsten batteries and Mazda lamps.

Eveready Flashlights are fast becoming household necessities and, because the dealer has a chance to make a profit on both lamps and renewals, the line is a particularly desirable one to feature.

You can turn Eveready profits your way by mailing the coupon attached to the ad, in this issue, of the American Ever Ready Works, Long Island City, New York. The coupon will bring complete information about the company's introductory order proposition.

"BOBBY, do you know you've deliberately broken the eighth commandment by stealing James's candy?"

"Well, I thought I might as well break the eighth commandment and have the candy, as to break the tenth and only 'covet' it."—*Life*.

POPULAR FOR NEARLY A CENTURY

PLANTEN'S (TRADE MARK)
C & C OR BLACK
CAPSULES

REGISTERED IN U. S. PATENT OFFICE.

AN OLD CELEBRATED REMEDY FOR MEN

BEWARE OF COLORABLE IMITATIONS.

U. S. Court of Appeals recently sustained our rights to the exclusive use the trade marks C & C and C & C or BLACK.

H. PLANTEN & SON (Founded 1836)

BROOKLYN, N. Y.

Ziratosol

\$2.00 \$4.00 \$8.00 Per Doz.

Sal Hepatica

\$2.00 \$4.00 \$8.00 Per Doz.

Gastrogen Tablets

\$4.00 \$24.00 Per Doz.

All Jobbers

BRISTOL-MYERS CO. NEW YORK



POND'S EXTRACT COMPANY'S

"VANISHING CREAM"

THE BEST toilet cream on the market
and the best one for the dealer to handle

Write for particulars of our Free Deals
NETTING 75 PER CENT PROFIT

LAMONT, CORLISS & COMPANY, Selling Agents
Dept. S. 131 Hudson St., New York City.



OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding
ointments of various
kinds into a smooth paste
or mass. Made in three
sizes, one, two and four
quarts.

A valuable machine to
have around the retail
drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

NORTHWESTERN UNIVERSITY

SCHOOL OF PHARMACY

Offers courses of instruction leading to the degrees of Graduate in Pharmacy (Ph. G.) and Pharmaceutical Chemist (Ph. C.).

To qualify for admission a complete high school course is required.

This School was the first to offer a systematic laboratory course in prescription filling. Ample laboratory facilities; complete equipment.

Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during the last two years.

Next session opens Sept. 28, 1916.

Write for pamphlet "Typical Illustrations in Pharmacy."

Address C. W. PATTERSON, Secretary
2431 South Dearborn Street, CHICAGO

IF YOU WOULD EARN MORE, YOU MUST LEARN MORE.

Retailers, wholesalers and chemical laboratories are constantly looking for bright men to add to their pay roll. These positions are open from the Atlantic to the Pacific. If you would secure one of them in the pharmaceutical line, it is necessary for you to have a pharmaceutical education. The course offered by THE PRACTICAL DRUGGIST INSTITUTE is one you take at your home. You do not give up work, as the entire time on the course can be done at night.


This Institute has been established for more than eighteen years, and has graduated students in every state in the Union and a number of foreign countries. If you intend taking the State Board examinations, our course is the best quiz offered.

A sample lesson and full particulars sent on request at no expense to you.

Address THE PRACTICAL DRUGGIST INSTITUTE,
53 Gold Street, New York.

WE ARE SPECIALISTS IN

DENTAL CREAM, COLD CREAMS,
MASSAGE CREAM, ETC.

 **UNDER YOUR OWN LABEL**
PITKIN CHEM. CO., NEWARK, NEW YORK



ESTABLISHED 1857

THE "WALKEASY" ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED

GEORGE R. FULLER CO., 230 Andrews St., Rochester, N. Y.

Catnip Ball For Sale
Everywhere.



Trade Mark
Pat. Reg. U.S. Pat. Off.

AMUSING
and an Exerciser.

A Toy for Cats, in a box of
Catnip, beneficial to the health
of any cat or kitten. Cats can't
let it alone. Will last for
years. On sale at most Drug,
Bird or Toy Counters.

DR. A. C. DANIELS, Inc., Boston, Mass.
Manufacturers of Horse, Dog and Cat Remedies.

PACIFIC PENNANT
& NOVELTY CO. 244-46 NEW HIGH ST.
Los Angeles, Cal. Send for Catalog

ELEVATORS

FOR ALL PURPOSES.

We Make
HAND ELEVATORS, POWER ELEVATORS,
DUMB-WAITERS, INVALID
HOISTS, BOX HOISTS, ETC.

Write for information and prices.

Sidney Elevator Lift Co. Mention this Journal Sidney, Ohio.



"Is your cook impertinent?"
"Well, rather. She couldn't be any worse if she
was one of my own daughters."—Life.

INTERESTED in saving from 10 to 20 per cent on a
drug-store outfit?

If so, ask any jobber or the Benderscheid Mfg. Co.,
2800-2826 N. Ninth St., St. Louis, Mo., for Catalogue
14. It contains photographs, specifications, and full
particulars of Victor sectional drug outfits which may
be obtained at 10 to 20 per cent less cost than similar
outfits made to order. These sectional outfits are of
rich and exclusive design and are constantly carried in
stock ready for immediate shipment.

No matter what your store—large, small or irregular
in shape—there is a Victor combination to exactly meet
your needs.

"Is INSOMNIA catching?"

"When the baby has it."—Boston Transcript.



You can confidently
recommend

DR. KUKAY'S DENTAL CREAM

\$14 a Gross or 161% Profit
Less to Pay—Sure to Sell.

KUKAY & SONS CO., 1947 Broadway,
NEW YORK.

A \$4.50 Self-Moistening Brush Does \$25.00 Worth of Dustless Sweeping

Saves \$20.00 in Sweeping Compound and Floor Oil.

30 DAYS FREE TRIAL EXPRESS PREPAID

MILWAUKEE DUSTLESS BRUSH CO.
MILWAUKEE Ask for Offer "B." WISCONSIN

LEECHES

— LEECHES —

Prime Hardy Leeches

Healthy stock. Best price. Recommendation how to keep leeches free to all. Take advantage and let us hear from you at once.

STANDARD SPECIALTY HOUSE
MANUFACTURERS OF
DRUG SPECIALTIES.
IMPORTERS OF LEECHES.

FEUERSTEIN BROS.,
PROPRIETORS
SCRANTON, PA.

— LEECHES —

LEECHES

"LADIES—30 pounds washed and dried, \$1; excess, 4 cents per pound. Denver Wet Wash. Phone Gallup 1234."—*Rocky Mountain News.*

THIRTY money-making or money-saving ideas for the conduct of the soda fountain department are to be found in our book "350 Dollar Ideas for Druggists"—and the height of the soda season is only a few weeks away.

The other 320 ideas consist of novel and ingenious methods for capturing more business, numerous money-making formulas, descriptions of practical devices for use in the store, dispensing and compounding suggestions, tips about the prescription department, and many other miscellaneous ideas that mean either money-saving or money-making.

"350 Dollar Ideas for Druggists" will be mailed to you, post-paid, for \$1.00. Address E. G. Swift, P. O. Box 484, Detroit, Mich.

"You haven't forgotten us, have you, waiter?"

"Oh no, sir. You are the two fried smelts."—*Judge.*

RIPANS

For Indigestion, Constipation, and to regulate the Stomach and Bowels. Ten millions of Ripans Tabules have been sold in a single month.

ORDER OF YOUR JOBBER

Ripans Tabules, 5c.....doz. \$0.40
25c. (choc.-coat.).....doz. 2.00
60c. (family).....doz. 4.80

Gross lots 5c. size, or \$6 lots assorted,
5 per cent. discount.



THE RIPANS CHEMICAL COMPANY,

No. 10 Spruce St., New York.

THE BARNSTEAD STILL

MAKES CHEMICALLY
PURE WATER.

THE DRUGGIST'S STILL

Capacity One Gallon per Hour

Nickel-plated, - - - - - \$25.00

THE DRUGGIST JUNIOR

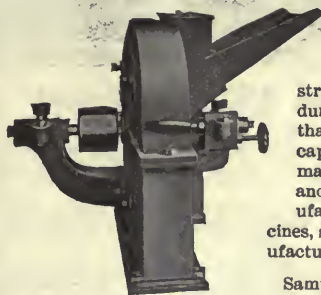
Capacity One-half Gallon

Copper finish - - - - - \$15.00
Nickel finish - - - - - \$16.00

WRITE FOR INFORMATION

BARNSTEAD WATER STILL CO. 51 CHARDON ST.
BOSTON, MASS.

DRUG MILLS



Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

Front View No. 1 MEAD MILL
(smallest size)

MEAD & CO., 20th St. and M. C. R. R.
DETROIT, MICH.



HANFORD'S

Balsam of Myrrh

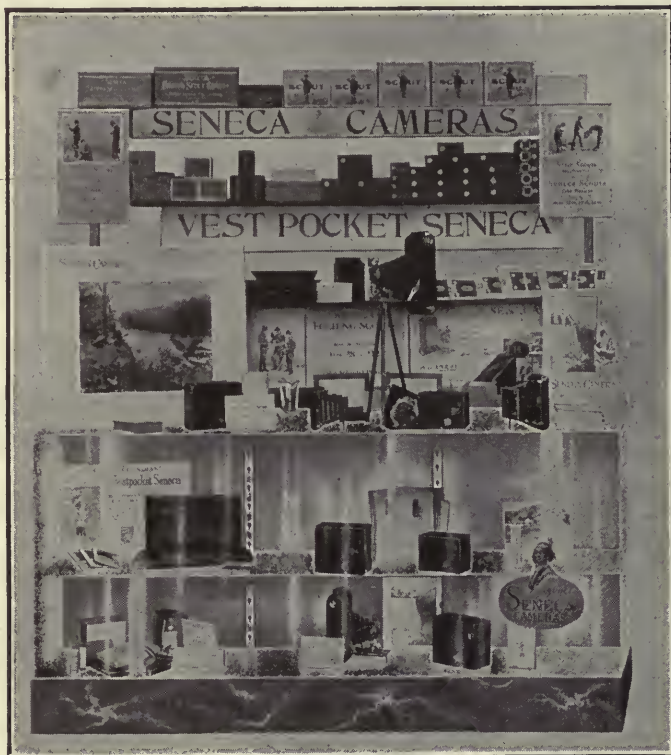
THE RELIABLE LINIMENT

Sold by all Jobbers.

G.C. Hanford Mfg. Co.

SYRACUSE, N. Y.

This Seneca Camera Department in Your Store will Pay You a Profit of \$25.43 ON A \$50.00 INVESTMENT



This \$50 Department

is offered you on ten days' trial. Arrange the cameras on your shelves. Make a window display. If you are not satisfied send the Department back ten days after its receipt and receive full credit.

Read this Letter from THE FARNSWORTH DRUG CO., Hoisington, Kas.

Gentlemen:

We have been handling Seneca Cameras and Supplies less than a year. In that time we have sold four or five times the quantity we anticipated.

We find the line satisfactory in every respect, and have yet to receive our first complaint from the trade. Considering the fact that we know but very little about Cameras, we believe this is a good record.

Yours for more business, FARNSWORTH DRUG CO.

Don't Wait Another Day.

Send in the coupon and get started in this Camera and Supply business. There is room in your town for a Seneca Agency.

Seneca Camera Mfg. Co.

303 State Street

Rochester, N. Y.

COUPON

Gentlemen:

- ☐ Send \$50 Department.
☐ Send Catalogue and Assortment Literature.
Check (X) what you want.

NAME.....

ADDRESS.....

B.P.-4

By ordering the \$50 Department you get the Seneca Agency and regular dealer discounts on all future orders.

You can easily make a complete turn-over of this department every month. In fact druggists invariably find that by starting with this carefully selected assortment they soon develop a highly profitable business in

Seneca Cameras

Roll Film, Paper and Supplies

Nationally advertised, sold on the money back if not satisfied plan, the Agency for Seneca Cameras is the real asset for your store. It draws and holds new trade and makes satisfied customers. Pays a profit of over 33 1/3 per cent and does not increase your over-head. As Senecas are so simple anyone can sell them.

Free!

*This Window
and Show Case
Transfer
10x10
in Four Colors.*



THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

NO MATTER where they were, he made love to her. Their engagement had lasted for several weeks, but he could scarcely bear to wait for comparative privacy to whisper his devotion and to ask for vows of constancy. And so it was that he murmured sweet somethings across the little glass-topped table in the drug store where they were consuming cooling beverages and messes.

He looked deeply into her sparkling eyes. "You are all mine!" he breathed. And then a doubt seemed to come over him, and he whispered anxiously: "Could you bear to think of another?"

"Oh, darling!" she whispered, blushing a little. "I've already had two. But I don't think one more fruit sundae would hurt me. You're so thoughtful, dear—and so extravagant!"—*Retlow Guide*.

THE attention of buyers is directed to Chas. Pfizer & Co.'s Citric Acid, Crystals, Powdered and Granulated, all strictly U. S. P.

Their Crystals are exceptionally white and clear and their Powdered article has gained an enviable reputation for uniformity of dryness and whiteness, which characteristics are very important where a Powdered Citric Acid is desired.—*Adv.*

"WHY don't you get rid of that dog, son? He is useless, and has no spirit."

"He's a big help to me in the junk business, dad. Comes home nearly every day with a kettle tied to his tail."—*Louisville Courier-Journal*.

THAT hair tonic of yours will give better satisfaction if fitted with a plug sprinkler that is attractive in appearance and leak-proof.

A sample and prices of such a plug sprinkler can be obtained from A. H. Wirz, Chester, Pa. Sending for them may be the means of increasing sales on your long-profit specialty.

"Knowledge Is Power"—



and the timely Knowledge that

Antiphlogistine
TRADE MARK

is the best thing in the shop for Colds, Sore Throat, Bronchitis, Pain in the Chest—in fact every kind of inflammation—is a "powerful incentive" to the shrewd Druggist to STOCK EARLY and secure the discount on quantity—

5% on orders of \$12.00

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.

NEW YORK, U. S. A.

We can
recommend
the
proper

PEROXIDE
for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously

For Prices, Formulas, etc., Inquire

THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street,

PITTSBURGH, PA.

"PLEASE, teacher, me little brother can't come to school to-day because he's sick from eating eggs."

"That's too bad!"

"No, ma'am, only one was."—*Columbia*.

BUFFALO COLLEGE OF PHARMACY NOTES.—Dean Willis G. Gregory and Professor A. P. Sy were present on March 27 at a dinner given by the Alumni Association at Elmira, N. Y. There was an attendance of over 60 graduates and lots of enthusiasm was displayed.

On the following day Professors Gregory and Sy went to New York City, where they attended a University of Buffalo banquet at the Hotel Manhattan. At this dinner there were about one hundred alumni present.

AGENT (entering office): "I've an attachment for your typewriter, sir, which I——"

Busy man: "Well, settle it with her. Your love affairs are no concern of mine."—*Boston Transcript*.

NEW "RED CROSS" DISPLAY ROOMS IN CLEVELAND.—An announcement from the Bishop-Babcock-Becker Company, Cleveland, Ohio, states that the company has moved recently into a new display room, containing about 8000 square feet of floor space, located at 621

Superior Avenue, N. E., and extending through an entire block.

These new quarters will enable the Bishop-Babcock-Becker Company to have much larger and more elaborate displays than heretofore, and to devote more space to special display features used to emphasize to prospective buyers the importance of many of the exclusive features found in Red Cross Fountains and Eureka Carbonators.

"CAN'T you give me a position in your bank, Mr. Jiggs?"

"I don't know but what you might qualify as teller, Miss Gossip," retorted the brute.—*Buffalo Express*.

PUT up under special process in an attractive sanitary package, "Salco" absorbent cotton is rapidly gaining in favor with physicians, hospitals and families. It is pure cotton especially prepared for use wherever a high grade absorbent cotton is desired.

"Salco" absorbent cotton is manufactured by the Southern Aseptic Laboratories, Inc., Columbia, S. C., which concern will send samples and quote prices upon request.

"WHAT would you call a pie-trust magnate?"

"I'd call him a pie-rate king."—*Baltimore American*.

"In the Spring a Woman's fancy surely turns to thoughts of clothes."

Just as surely as Spring comes round, a woman thinks of clothes, and to the average woman the thought of Summer clothes suggests

Diamond Dyes

Have you a sufficient quantity of these sure money-makers on hand?

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

"AS ESSENTIAL as the Pharmacopœia"—a Barnstead Water Still.

Barnstead stills, producing chemically pure water for all drug store purposes, are offered in two sizes especially for druggists' use.

The "Druggist's Still," with a capacity of one gallon an hour, costs \$25. The "Druggist Junior," having an hourly capacity of one-half gallon, costs but \$15, if copper-finished, or \$16 if finished in nickel.

The Barnstead Water Still Company, 51 Chardon Street, Boston, Mass., will send complete information upon request.

A PROFESSOR in an educational institution of the city was examining some students in hygienic science.

"The great city agglomerations vitiate the atmosphere," he said. "Morbiferous germs, escaping from inhabited interiors, contaminate the air round about. In the country, however, the atmosphere remains pure. Why is that, Jones?"

"Because," said Jones, "the people in the country never open their windows."—*Tit-Bits*.

SAL HEPATICA and Ziratul are two well-known products which are steadily and consistently advertised by the Bristol-Myers Co., of New York City.

Sal Hepatica and Ziratul are carried in stock by all jobbers and are supplied at the popular trade prices of "two, four and eight."

MINISTER: "I have just received a call to Chicago which I think I shall accept."

Parishioner: "I thought you had received one to Milwaukee?"

Minister: "The Chicago call is a trifle—er—louder."—*Life*.

BOARD OF PHARMACY candidates, whether graduates in pharmacy or clerks who have been studying pharmacy at home, will find "Board Questions Answered" invaluable when they wish to freshen up on their pharmaceutical knowledge before taking the Board examination.

The book contains complete sets of examination papers actually used by boards of pharmacy in the leading States, together with careful and thorough answers to all the questions. Every one of the examination papers is complete in itself. Every last question asked by the board on the occasion represented is printed and answered. Not even catch questions have been dodged.

"Board Questions Answered" is published by E. G. Swift, P. O. Box 484, Detroit, Mich., and will be sent, post-paid, to any address upon the receipt of \$1.50.

MR. TIGHTWAD: "What is a good illustration of the phrase 'old-fashioned'?"

His Wife: "Your wife's clothes, my dear."—*The Tatler*.



Increase Your Sales and Profits

by packing *your* preparations in American Can Company decorated packages.

We illustrate herewith one of our cold cream boxes lithographed in bright attractive colors, making it a very handsome display package.

This is one of the many attractive boxes illustrated in our catalogue No. 21. Write for it to-day.

AMERICAN CAN CO.

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

With offices in all large cities

For the next three or four months the camera habit will be the chief hobby with hundreds of thousands of vacationists. Trips to the seashore, mountains or country will not be considered complete unless photographs or snapshots of interesting views and happenings are secured. Millions of dollars will be spent for cameras, films, chemicals and other supplies.

AnSCO photo supplies, because of their excellent quality and because of the manufacturer's large and splendid publicity, will be particularly in demand. AnSCO goods have been used for years and the picture-taking public knows them to be reliable.

To supplement the liberal national publicity and to make it still easier for druggists to sell AnSCO cameras, Speedex films, Cyko paper and AnSCO chemicals, attractive window displays and numerous other sales helps are furnished free of charge with initial orders.

Full particulars about the profit-producing possibilities, and complete information on how to install an AnSCO photo supply department, may be obtained, without obligation, from the AnSCO Company, 2-4 Henry Street, Binghamton, N. Y. A postal card, mentioning the BULLETIN, will start the information on its way.

"FLUBDUB must have lost his grip."

"Why, he must be prosperous. He tells me he is going to spend the winter in Florida."

"Just so. And he was around to-day trying to borrow my suitcase."—*Louisville Courier-Journal*.

MR. JONES had recently become the father of twins. The minister stopped him in the street to congratulate him.

"Well, Jones," he said, "I hear that the Lord has smiled on you."

"Smiled on me?" repeated Jones. "He laughed out loud."—*Tit-Bits*.

OCTOBER 12 is the opening date for the 1916 session of the Buffalo College of Pharmacy. At this school two years' study secures the degree of Graduate of Pharmacy (Ph.G.). For three years' work the degree of Pharmaceutical Chemist (Phar.C.) or that of Analytical Chemist (A.C.) is granted. All courses include a large proportion of laboratory work, fitting the graduate for practical drug store work or for a position in an analytical laboratory.

An illustrated announcement of the college may be secured by addressing Secretary Frank E. Lock, Phar.M., 34 High Street, Buffalo, New York.

A CERTAIN father who is fond of putting his boys through natural-history examinations is often surprised by their mental agility. He recently asked them to tell him, "What animal is satisfied with the least amount of nourishment?"

"The moth!" one of them shouted confidently. "It eats nothing but holes."—*Youth's Companion*.

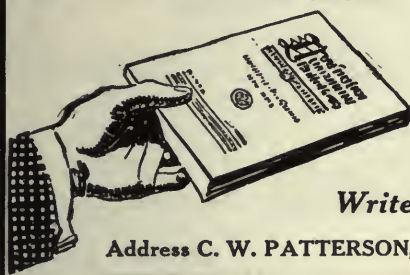


Northwestern

University

SCHOOL OF PHARMACY

Offers courses of instruction leading to the degree of Graduate in Pharmacy (Ph.G.) and Pharmaceutical Chemist (Ph. C.)



To qualify for admission a complete high school course is required. This School was the first to offer a systematic laboratory course in prescription filling. Ample laboratory facilities; complete equipment. Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during the last few years.

NEXT SESSION OPENS SEPTEMBER 29, 1916.

Write for this Book: "Typical Illustrations in Pharmacy."

Address C. W. PATTERSON, Secretary.

2431 South Dearborn St., CHICAGO, ILL.

"THAT Jones girl who used to work for you, wants to hire out to me. Is she steady?"

"Steady? If she was any steadier, she'd be motionless."—*National News.*

THE summer of 1916 promises to be a record-breaker in the sale of soda fountain beverages. The growing tendency to cut down on the consumption of alcoholic drinks, together with the constantly-increasing quality and variety of fountain drinks, bids fair to make the dispensing of soda a decidedly important part of the drug-store business.

To properly handle the large volume of trade, however, requires an apparatus that is capable of meeting the heavy demands made upon it—an apparatus such as the New Departure fountain manufactured by the American Soda Fountain Company, 271-281 Congress Street, Boston, Mass.

New Departure fountains are so designed that they may be operated without any waste motions. The workboards are convenient and practical and every facility is offered for the rapid handling of patrons.

A catalogue showing the latest designs of New Departure low-priced "set up" fountains in large or small sizes, may be obtained from the company. Write for it to-day, mentioning the BULLETIN.

CLERK: "Is the shirt for your husband, ma'am, or do you wish something in a better quality?"—*Puck.*

FLIES or dirt can't enter a Böhner patent crushed fruit bowl. The automatic hinged glass cover prevents entry of foreign matter by always returning the lid to its place. The fruit ladle is completely inside the jar and is protected from contamination with the contents by being made to rest on a patented protecting rod.

Bohner bowls save space, do away with breakage owing to careless handling, and eliminate waste or loss of fruit by protecting it against atmospheric influences.

Your jobber can supply Bohner bowls, or they may be obtained from the Bohner Mfg. Co., Chicago, Ill.

SHE: "Are you fond of the ocean?"

He: "I always share my meals with it."—*Boston Transcript.*

WELL ADVERTISED and pays a good profit—the Marvel Whirling Spray syringe.

The Marvel quality is guaranteed; any syringe found defective is returnable for exchange if reported promptly.

All jobbers sell Marvels.

DISCONTENTED WIFE: "Several of the men whom I refused when I married you are richer than you are now."

Husband: "That's why."—*Boston Transcript.*

A SAFE AND PALATABLE LAXATIVE FOR CHILDREN

Mrs. Winslow's Soothing Syrup

ABSOLUTELY NON-NARCOTIC

DOES NOT CONTAIN OPIUM, MORPHINE, NOR ANY OF THEIR DERIVATIVES

FORMULA IS PLAINLY STATED ON EVERY BOTTLE.

MEETS THE REQUIREMENTS OF ALL FEDERAL, STATE AND MUNICIPAL FOOD
AND DRUG LAWS. CAN BE SOLD THROUGHOUT THE WORLD.

Send for Some of our High-class Advertising Matter.

Anglo American Drug Co.

215-217 FULTON ST., - - - NEW YORK

If, owing to present market conditions, you are experiencing difficulty in obtaining needed chemicals, write to the Albany Chemical Company, Albany, N. Y.

This company offers a full line of medical, photographic and technical chemicals, and will supply them in original or broken packages.

Inquiries addressed to the company will be answered promptly.

In the wee hours of the morn, the suburbanite got off the train at the home station. Going to the telegraph-office, he sent this message: "Will not be at the office to-day. Am not home yesterday yet."—*Dartmouth Jack o' Lantern.*

TOLEDO'S FAMOUS NATIONAL DRINK.—Very few fountain drinks have the enduring qualities to remain long in public favor even if they succeed in attracting national notice for a time.

Among the fountain drinks of to-day, however, there is one that has swept through the ranks of mediocracy and placed itself squarely behind the goal posts of national recognition. It is Cherryallen—a Toledo product made by the Allen Red Tame Cherry Company, with headquarters in the Second National Bank Building, Toledo, and with branch offices in New York, Chicago, Boston, St. Louis, Kansas City, Indianapolis, Milwaukee, Chattanooga, Minneapolis, Los Angeles, and Portland, Ore.

Any person entering a first-class drug store, in almost any section of the country, is likely to be confronted with the familiar and handsome dispenser of the Allen Red Tame Cherry Company.

The success of the company is due, first, to the pure and wholesome quality of Cherryallen, and secondly, to an aggressive policy of service and coöperation with local dealers and fountain men.

Cherryallen is a popular fountain drink because it is the pure, natural, healthful juice of red cherries, and has a snappy, satisfying flavor. Children may drink it regularly with beneficial effect.

This delicious beverage is also finding much favor in homes, and to meet this growing demand for home use, Cherryallen Syrup is put up in convenient pint bottles. It makes a splendid flavoring for desserts of every kind.

"HERBERT, you weren't listening to what I said."
"Er—what makes you think that, darling?"

"I asked you if you could let me have a hundred dollars, and you smiled and said, 'Yes, dearest.'"—*Life.*

MISS GIGGLEGUM (single and romantic): "The shower of soot and ashes from Vesuvius must be an awe-inspiring sight. Would you not like to witness it?"

Mrs. POTTSON PANS (married and prosaic): "Oh, I don't know—I've seen my husband take down a stove-pipe."—*The Housewife.*

Where You Have a Trade Monopoly

The only time a man can lose or break his collar button is when he is dressing—which means early in the morning or at night—when most stores are closed, except a drug store.

Did you ever think how many new customers collar buttons could bring you? Did you ever consider how profitable the sale of little necessities like this could be made?

Suppose you had this display on your counter. Your customers would soon know where to get good collar buttons. Each sale at 25c shows you a good profit—the price of Krementz collar buttons is never cut.

Tear out this advertisement, pin your check to it for \$1.50, and send it to us for one dozen Krementz collar buttons (display free). Or, if you prefer, order this assortment 19K from your Sundry Jobber. You will receive them by return mail. You will sell some of them the first day they are in your store.



Krementz & Co.
NEWARK, N. J.

SUMMER VACATIONISTS, week-end trippers, and members of picnic parties find innumerable uses for drinking cups. And to find the drinking cups these people almost invariably hunt up the nearest drug store.

The Consolidated Fruit Jar Co., of New Brunswick, New Jersey, manufactures a complete line of collapsible aluminum drinking cups that are convenient to carry and which adequately meet the demand of persons who desire compact drinking cups, light in weight.

Write to the company to-day for prices and other particulars if you want some easily-made extra profits this summer.

JUDGE: "You let the burglar go to arrest an automobilist?"

Policeman: "Yes. The autoist pays a fine and adds to the resources of the State; the burglar goes to prison, and the State has to pay for his keep."—*Life*.

U. S. P. REQUIREMENTS and "D. & O." essential oils are compatible. All oils bearing the "D. & O." label are guaranteed to be of standard quality.

Wholesalers everywhere supply "D. & O." essential oils, under the label and guarantee of Dodge & Olcott, New York City, in original packages of one ounce and upward.

"HAVE you in this country any leisurely class that affects superiority over others?"

"Yes," replied Miss Cayenne; "the people who shopped early for Christmas."—*Washington Star*.

THE regular semi-annual report on essential oils, synthetic perfumes, etc., published by Schimmel & Company, Miltitz, Germany, has recently been issued. Commenting on conditions caused by the war during 1915 the company says: "In a general way we may say our industry has also succeeded, as others have done, in adapting itself rapidly to the exceptional circumstances created by the war, and in spite of many difficulties, chief among which was the securing of certain raw materials, our works were as fully occupied as was possible in view of a scarcity of labor which resulted from the fact that numerous members of our staff were called to the colors."

Schimmel & Company is represented in this country by Fritzsche Brothers, New York City, who guarantee all essential oils bearing their label to be of the highest purity and quality.

JOHNNY: "We had one of the famous Rhode Island turkeys for our Sunday dinner."

Tommy: "Huh! So did we. I heard grandpa thank Providence fer it!"—*Puck*.

The HORLICK'S MALTED MILK COMPANY

Has been engaged for over a quarter of a century in manufacturing and marketing a product under a name which the Trade connects with Integrity in Business Dealings. The consumers throughout the world have learned that *HORLICK'S* is significant of *Quality and Honesty of Manufacture*.

ONLY GOOD THINGS ARE IMITATED.

As a hair tonic and renewer Glover's Mange Remedy is proving to be a steady seller and repeater with druggists who feature it.

And to help make it a leader display cards and advertising matter bearing the druggist's imprint are supplied gratis by the manufacturers, who have had over 35 years' experience in exploiting the remedy.

If you can use these sales helps write for them to-day to the H. Clay Glover Company, 118 West 31st Street, New York City.

"THE Bigglewumps are going to give a grand coming-out party for Maud on the 10th."

"Mercy! I thought Maud came out three seasons ago."

"She did; but the Bigglewumps have made a lot more money in war stocks since then and they have changed their set."—*Boston Transcript*.

THE combination of delicious sweet chocolate incorporated with a reliable, quick-acting laxative unattended by any bad after effects makes Ex-Lax a ready-selling staple that creates satisfied customers and allows the druggist liberal profits.

Ask the Ex-Lax Manufacturing Company, 29-31 DeKalb Avenue, Brooklyn, N. Y., for trade prices and particulars of the dealer helps furnished.

"I won't bet with you," said the baker, "you haven't the dough."

"Oh, I guess I can put up the steaks," replied the butcher.—*The Boston Transcript*.

EVERY drug-store advertising need has been carefully anticipated and provided for in the new expansion advertising and cut service offered by the M. P. Gould Company, 120 West 32d Street, New York City.

This economic and space saving service is the result of a plan that has taken years to work out and that has cost thousands of dollars to produce. Because of its almost universal usefulness, however, it is offered to druggists at an especially low price.

A few of the many features of the service are shown in the ad of the M. P. Gould Company which appears on another page of this issue. Complete details concerning it may be secured by filling out and mailing to the company the coupon attached to the advertisement.

Better turn to the announcement now and clip the coupon.

"EVERY time the baby looks into my face he smiles," said Mr. Meekins.

"Well," answered his wife, "it may not be exactly polite, but it shows he has a sense of humor."—*Pacific Unitarian*.

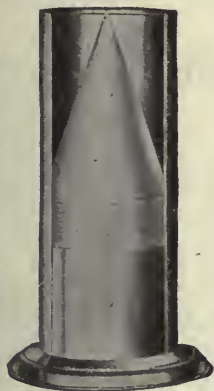


VORTEX SANITARY SERVICE



For
ICE CREAM SODAS, SUNDAES,
HOT and COLD DRINKS.

VORTEX PAPER CUPS are sealed without glue, are tasteless, odorless, sanitary and attractive.



No Glasses to Break
No Glasses to Wash
No Glasses to Dry

The
VORTEX
Individual
Service

No Sloppy Conditions
No Hot Water
No Extra Expense

Consisting of Metal Holders and Paper Inserts, which must be used one in connection with the other, is fully covered by patents.

Write your jobber and if he won't supply you write us.

**THE VORTEX MFG. CO.,
CHICAGO.**



OUT on the sand lots baseball fans are now indulging in their favorite pastime of demonstrating how the big-leaguers do it. Many of them, incidentally, will suffer sore or sprained hands caused by picking off "hot ones."

Why not call Antiphlogistine to their attention? They know it to be an efficient application for sprains, bruises and inflammation of all kinds.

There is an extra discount of 5 per cent on \$12 orders for Antiphlogistine. Every jobber carries the product in stock.

"COULD you lend me a dollar, old man?"

"Certainly! I could do lots of things I have no intention of doing. Nice day, isn't it?"—*Judge.*

FIVE REASONS why the Emerson pneumatic brush is proving to be a steady money-maker for many druggists:

1. It cools the head.
2. It is light and durable.
3. It is absolutely sanitary.
4. It creates a healthy scalp.
5. It is recommended by physicians.

Emerson brushes are sold by leading jobbers throughout the United States. Samples and price lists may be obtained from H. P. Emerson & Co., 33 Kingston Street, Boston, Mass., upon mention of the BULLETIN.

A GOOD OPPORTUNITY.—This is a picture of the Cloverland Drug Store at Rockland, Mich., of which F. Hibbard is the proprietor. Mr. Hibbard is a helpless cripple who cannot continue in business, and he desires to dispose of the store.

To a former announcement in the BULLETIN OF



PHARMACY Mr. Hibbard received over forty inquiries, and one would-be purchaser closed a deal with him. This man failed to make good, however, and Mr. Hibbard is forced to seek another buyer. If you are interested write him immediately.

"SEYMOUR has a number of men who take in every important public meeting. Their wives take in washing."—*From the Seymour (Ind.) Democrat.*

DRUGGISTS' FIRE INSURANCE

— Solving A Problem —

The druggist buying fire insurance is usually at a disadvantage. Either he may get reliable Capital Stock insurance (at Board rates), or he may get lower rates but must sacrifice the reliability of Capital Stock protection. The A. D. F. I. Co. has solved this problem for nearly 9000 druggists. We write Capital Stock insurance of the highest reliability—at a reduction of 25 per cent from Board rates—and are licensed in 34 States. We will be glad to give you details. Just send your name on a post-card.

SURPLUS TO POLICYHOLDERS OVER A THIRD OF A MILLION DOLLARS.

SAVED POLICYHOLDERS \$57,295.06 DURING 1915
EXPERT DRUG-STORE ADJUSTERS IN CASE OF FIRE

The American Druggists' Fire Insurance Co.,
1004-1005 Mercantile Library Bldg., CINCINNATI, OHIO.

Cash capital, \$200,000.00; Admitted Assets, \$423,322.14; Liabilities (including Premium Reserve of \$73,484.53), \$79,591.03; Surplus to Policyholders, \$343,731.11; Actually Available to Policyholders, \$417,215.64.

For imparting the finishing touch to a glass of ice cold soda water, prepared from the finest of syrups and served in a clean sparkling glass, many up-to-the-minute dispensers are using "Fluted" soda straws.

"Fluted" straws exactly resemble natural rye straws, having the same fluted fibre and the same natural gloss. They are manufactured without being touched by human hands and are sterilized by steam, thus rendering them absolutely sanitary.

To druggists who have never tried Fluted straws, the Coe Manufacturing Co., 35 B. Warren Street, New York City, offers to send a trial box free of charge.

SHE: "Jack, you make love like an amateur."

He: "That's where the art comes in."—*Boston Transcript*.

MANY physicians judge the capacity of a druggist by the appearance of the ointments he puts out. If the ointments are gritty or unevenly mixed the druggist is often regarded as incompetent.

Day mills, for hand or power, grind ointment masses of all kinds into smooth pastes free from streaks or gritty particles. They do the work better and quicker than is possible by the mortar-and-pestle method.

The J. H. Day Co., Cincinnati, Ohio, will quote prices on the one-, two-, and four-quart sizes upon request.

"How quickly some of those immigrants assimilate our ideas and methods."

"As for instance?"

"Well, I asked my Italian barber if he was going home to fight, and he said he wasn't, that he had paired with an Austrian in the next block."—*Boston Transcript*.

INSTALLING the Lock Stub check system of controlling soda fountain receipts is one way of putting the fountain business on a modern basis.

The system enables every sale to be kept track of and quickly and permanently stop "leaks" whether from dishonesty or carelessness. It provides a clean check for each customer so that there are never any kicks from patrons whose gloves might be soiled by sticky or slimy checks.

A booklet describing the system, and explaining how to correct expensive irregularities likely to occur under old systems, will be sent upon request by the Lock Stub Check Company, Bush Terminal, Brooklyn, N. Y.

"Did you hear how Smithers got caught in a copper corner?"

"No; how was it?"

"He had been taking a little too much, and ran whooping into a bunch of policemen just as he turned around the street."—*Baltimore American*.

Faultless

Money-Making Bathing Caps

These half-dozen are representative of the practical, attractive styles we are showing. Faultless styles are original; they are the models bathers want. Made in the following colors and color combinations: Red, blue, green, wisteria, pure gum, tango, black, silver gray and "Persian" effects. The color combinations are stylish and in good taste. These bathing caps are practical; carefully made of fine rubber; many of them seamless; fit comfortably and protect the hair and ears. Faultless values enable you to compete for bathing cap business on a better-style, finer-quality basis and get the trade.

Send Now for Illustrated Price List.

This line of beautiful bathing caps will sell in your store, attract trade, please customers and pay liberal, safe profits. We make many numbers in addition to these shown here. Write at once for our Illustrated Price List and get in touch with factory headquarters.

THE FAULTLESS RUBBER CO., 34 Rubber St., Ashland, Ohio, U. S. A.



"I HAD a seventy-mile drive yesterday," she said enthusiastically.

"There ain't no such thing," retorted the golf-player, grimly.—*Detroit Free Press.*

THE extremely low price of \$14 a gross on Dr. Kukay's Dental Cream is possible because the makers confine themselves solely to the manufacture of dental cream and hence are able to produce this article at the lowest cost consistent with the quality of the ingredients entering into it. As the cream retails at 25 cents a tube the druggist's discount is 62 per cent from the selling price—a liberal profit, surely.

Dr. Kukay's Tooth Paste is recommended by the dental and medical professions because it does not injure the tissues of the mouth, is not artificially colored and because it is absolutely free from grit. It is unaffected by climatic changes.

On orders for gross lots the manufacturers, Kukay & Sons Co., 1947 Broadway, New York City, will send circulars to dentists and doctors in your locality notifying them that you have the cream in stock.

"I SUPPOSE your daughter will start her scholastic career with some special rudimentary studies?"

"No, indeed. There ain't going to be nothin' rude about it. She's goin' to take only polite litertoor."—*Baltimore American.*

UHL ART STEEL fountain chairs and tables are made of cold-rolled steel shaped in artistic lines. Customers appreciate them because they are comfortable and free from wiggle.

The catalogue issued by the Toledo Metal Furniture Co., 3204 Dorr Street, Toledo, Ohio, tells how Uhl equipment helps build soda trade.

AN envious contemporary (to Miss Budlong): "And so you are really engaged to Mr. Timid Smithkins?"

Miss Budlong (quite provokingly): "Yes, dear; and I want you to suggest something sweet and tender to go in my engagement ring."

Envious contemporary: "If I were in your place I'd just have the simple word 'Eureka'."—*Fremont*

FOR destroying insecticidal pests which infest potatoes and other plants many druggists are selling and recommending P-W-R lead arsenate paste. This product, guaranteed under the national insecticide act of 1910, is marketed in cans of 1 and 2 pounds; in steel buckets of 5, 10, 20 and 40 pounds; in wooden kegs of 100 and 300 pounds; and in wooden barrels of about 700 pounds.

Trade prices on P-W-R lead arsenate will be forwarded upon request by the Powers-Weightman-Rosengarten Company, Philadelphia.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, New York

BRANCH OFFICES:
Paris, France 42 Rue du Marche
London, England 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

"TIMOTHY came last, looking half scared, half sheepish, and half amused."—*Young's Magazine*.

"Timothy must have been a big chap, at least."—*New York Tribune*.

WITH the new Edison Mazda C high candle-power lamps you can get the maximum amount of lighting power at no more current cost than is needed to run the old 16 candle-power carbon filament lamps. Edison Mazda C lamps furnish an improved quality of light at less cost per candle-power than any other type of lamp.

Mazda C lamps come in a variety of sizes to fit all needs. Your lighting company or the nearest Edison agent will help you make the proper selection for your windows and the important parts of the store.

And if you want additional advice, the lighting experts in the employ of the Edison Lamp Works, of General Electric Company, Harrison, N. J., are ready to give it.

CALLER: "I would like to secure a place in your moving-picture company."

Manager: "You are an actor?"

C.: "Yes."

Manager: "Had any experience acting without audiences?"

C.: "Acting without audiences is what brought me here."—*Boston Transcript*.

THOUSANDS of suggestions and formulas for use at the soda fountain are to be found in the "Spatula Soda Water Guide," written by E. F. White, who is recognized as one of the foremost authorities on the preparation of soda water.

The book sells for \$1.00 and may be obtained from the Spatula Publishing Company, 2 Sudbury Bldg., Boston, Mass.

"WHERE did you get that chicken you had for dinner yesterday?"

"Looky yere, boss; if you's axin' jes' out o' inquisitiveness tain' no use o' wastin' time an' if you's holdin' an investigation you's got to staht in by provin' dat I had any chicken in de fust place."—*Washington Star*.

TO HELP you sell more Horlick's Malted Milk the manufacturers, for over a quarter of a century, have been impressing upon the public the fact that the name "Horlick's" is significant of quality and honesty of manufacture.

You can take advantage of this twenty-five years of constant effort by displaying and serving the genuine Horlick's. Distributing the advertising matter furnished free of charge by the company will help make the sale still easier—write to the company at Racine, Wis., for a supply.

10,000 Prescription Blanks For Ten Doctors **\$8.45**

For this amount you can provide ten of your doctor friends with a thousand prescription blanks printed on fine bond paper, bound in pads of 100 with or without flaps to fit cases. Leather cases with doctor's name in gold 90c each. 50,000 blanks for fifty doctors, \$35.35.

Printing for druggists is our specialty. We would like to send you samples of our full line of Prescription Blanks, Drug Envelopes, Stationery, Delivery Envelopes, Remittance Blanks, etc., etc.

Write for Samples to-day.

THE STILLWATER PRINTING COMPANY, Inc.
DRUGGISTS' PRINTERS. WARREN, PA.

HIGGINS' inks and adhesives appeal particularly to drug-store patrons who desire products that are free from corrosive effects and noxious odors. They are, without exception, sweet, clean, well put up and efficient.

Prices, discounts and printed matter showing why Higgins' inks and adhesives will make an attractive and profitable side line for you may be obtained from Chas. M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y.

BROWN: "The boss says that when he was a boy on the farm they had a mule that was just like one of the family."

Jones: "Yes, and I know which one."—*Judge*.

DO YOUR CUSTOMERS COME BACK?—A good many merchants seem to let other considerations blind them somewhat to the value of the come-back customer. One-time sales are rarely profitable in any business. The cost of securing them is too great.

One of the first things a merchant should think of in considering a new line is the question, "Will it repeat?" If he cannot be reasonably certain of this point, the prospective purchase is ill-advised, no matter how tempting the terms.

Young's Victoria Face Cream is unquestionably one of the greatest repeaters in goods of its class. It

is a meritorious product which has been proven by many years of practical demonstration.

The Frederick H. Young Company, Toledo, Ohio, maker of the product, is doing consistent national advertising to back up its dealers and help them increase sales. A card or letter to the company will bring a prompt response containing particulars of an unusually interesting and profitable offer for druggists.

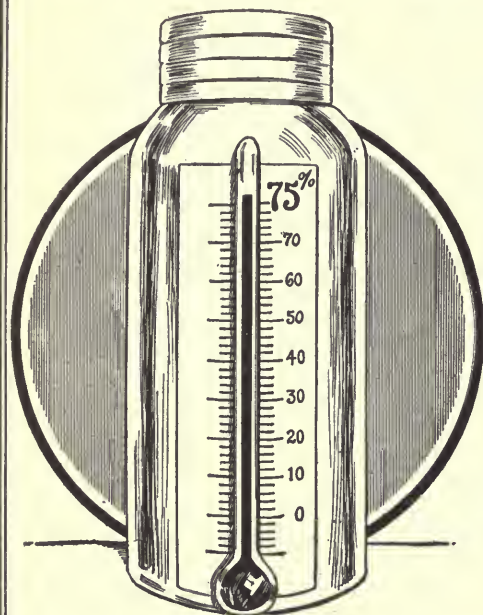
SOME girls can't even wear an air of innocence without making it conspicuous.—*Life*.

IN growing favor with thousands of automobilists are Robertson's fruit tablets. Car riders find that one of the delicious fruit-flavored pieces held in the mouth prevents the taking in of much dust and adds greatly to the pleasure of the trip.

Robertson's fruit tablets keep indefinitely and thus make a highly desirable product to push during the summer months when many confections are unable to withstand the hot weather. Their keeping qualities are rarely severely tested, however, for if brought before the attention of customers they generally sell with gratifying regularity.

Ask the Robertson Candy Company, New York City, for trade prices and particulars as to packages, flavors, etc.

Watch Your Profit Gauge



Seattle

San Francisco

Los Angeles

New York

Toronto

Bombay

One essential of business success is to know and push those products which pay you the biggest profit and give the greatest satisfaction to your customers.

ABBOTT'S SALINE LAXATIVE and ABBOTT'S SALITHIA *Pay You A Profit of Over 75%*

These palatable effervescent salines are trade-winners and profit-makers. They are the ones which it will pay you and your clerks to get behind and push.

The medical profession has shown its preference to Abbott's Saline Laxative and Salithia for fifteen years. You can safely recommend these products to your customers, and thus *double* your sales and your profits if you will. Why not do so? Abbott Quality Wins. All Jobbers Are Supplied.

THE ABBOTT LABORATORIES

[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO

MOTHERS with babies or small children will appreciate having Recreo antiseptic powder called to their attention.

Recreo is a combination of stearate of zinc, balsam of Peru and boric acid which makes a splendid healing, dusting and antiseptic powder for the delicate skin of babies. It is especially useful in chafing and other affections caused by hot summer weather.

Recreo is widely advertised and the demand for it is constant. A sample of the powder and particulars of an especially liberal proposition for druggists will be forwarded upon application to the Recreo Mfg. Co., Utica, N. Y.

"Does that girl next door sing just for her own amusement?"

"No; I guess it's mostly spite."—*Buffalo Express*.

POPULAR for nearly a century, Planten's C & C or Black capsules have long been reliable profit-producers for druggists.

A recent decision of the U. S. Court of Appeals sustains the rights of H. Planten & Son, Brooklyn, N. Y., to the exclusive use of the trade-mark C & C and C C or Black, and because of it druggists should refrain from handling colorable imitations of the Planten capsules.

MISS OLDUN: "They say, you know, that Providence sends us our mates."

MISS-YOUNG: "Then it seems to me Providence is away behind in deliveries."—*Boston Transcript*.

"THE fountain that saves money and worry" is the way the Puffer Manufacturing Company describes its 1916 Sealed Fountain.

It saves worry because the sealed construction excludes warm air and insures the serving of ice-cold beverages at all times. It saves money because of the economical operating cost and minimum ice-consuming features.

Puffer Sealed Fountains in stock patterns, by reason of their being constructed in quantities at a time, can be obtained at prices considerably lower than those asked for similar outfits made to order. If you are contemplating the purchase of a new fountain this year, send to the company for descriptions and prices of Sealed Fountains ready for immediate delivery. The company's address is 51 Portland Street, Boston, Mass.

SOCIAL EQUALS: "Van Nibber and Spenderly are about on a par socially, aren't they?"

"Just about. Van Nibber uses his enclosed car all summer, and Spenderly uses his touring body all winter."—*Puck*.

YESBERA

TOLEDO

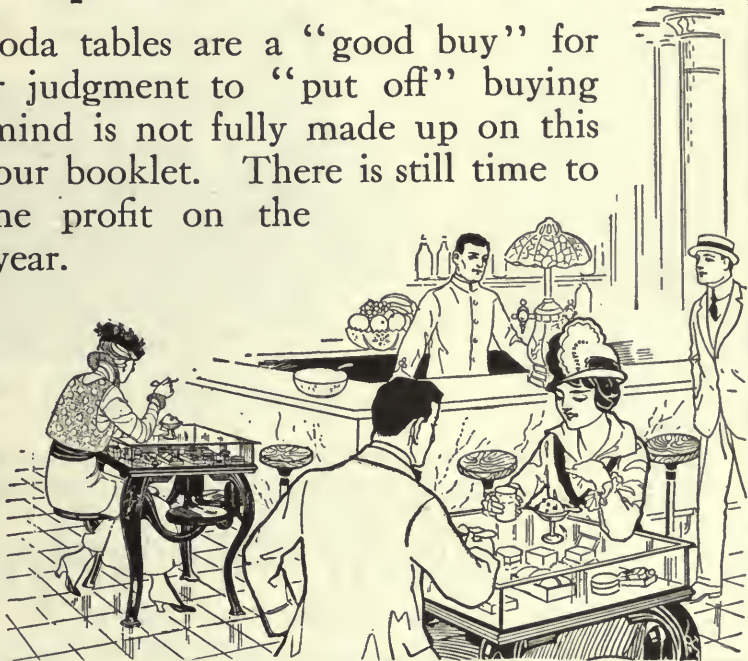
Still Time to Improve Your Store *this* Year.

IF display-top soda tables are a "good buy" for you it is poor judgment to "put off" buying them. If your mind is not fully made up on this matter write for our booklet. There is still time to make a handsome profit on the investment *this* year.

YESBERA Display-Top Soda Tables are made in several styles and sizes. Write for catalogue and booklet on "How To Make Your Soda Tables Sell as Many Sundries as an Extra Clerk." Send a post-card to-day.

YESBERA MFG. CO.

2278 Albion St.,
TOLEDO, OHIO.



OPPORTUNITIES for laboratory positions in pharmaceutical chemistry have increased materially during the last few years, but in order to qualify for them applicants must possess a thorough training in both the theoretical and practical branches of pharmacy.

Such a course of training is offered by the Northwestern University School of Pharmacy, Chicago, Ill. This school, which was the first to offer a systematic laboratory course in prescription filling, has ample laboratory facilities and complete equipment for providing a thorough pharmaceutical education.

In order to enter the college and pursue studies leading to the degree of Graduate in Pharmacy (Ph.G.) or of Pharmaceutical Chemist (Ph.C.) candidates are required to have finished a complete high school course.

The next session at "Northwestern" begins September 28, 1916, and prospective students are advised to write to Secretary C. W. Patterson, 2431 South Dearborn Street, Chicago, for a copy of "Typical Illustrations in Pharmacy," which contains detailed information about the school.

"THE old-fashioned boy used to respect every word his father said."

"Yes," replied the rather cynical youth; "but you must remember that the old-fashioned boy had one of those old-fashioned fathers."—*Washington Star*.

PEERLESS BRAND corks are produced by the J. H. Paddock Co., Bush Terminal, Brooklyn, N. Y.

Let the company tell you why Peerless corks are "manufactured expressly for the finest prescription trade."

"THERE goes a man who has more friends and more enemies than any other man in the world."

"What has he done?"

"He invented one of those 'Get-off-the-earth' automobile horns."—*New York World*.

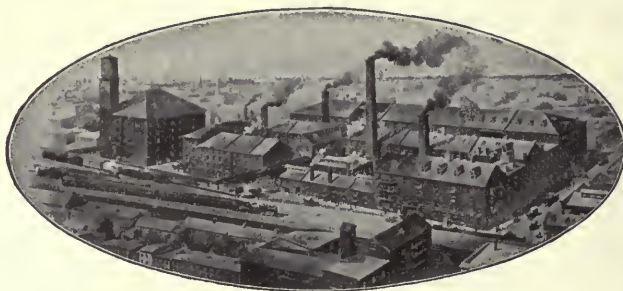
"How to Double Your Business With a Balloon Day" is the title of a business-boosting plan that is furnished free of charge to retail druggists by the Seagers Advertising Co., 1367 Broadway, New York City.

To get it just mail the coupon attached to the company's ad which appears on another page of this issue. Mailing the coupon will also bring you particulars of the three low-cost Seagers advertising services which are creating new business for the many druggists who already have the services in operation.

As Seagers services are furnished to but one store in each locality the coupon should be mailed to-day. Otherwise your competition may take advantage of them.

P
W
R

FOUNDED 1818
Powers - Weightman - Rosengarten Co.
Manufacturing Chemists



NEW YORK PHILADELPHIA ST. LOUIS

MORPHINE SULPHATE, Flakes or Cubes STRYCHNINE and Salts CODEINE and Salts
QUININE SULPHATE and other Salts MERCURIALS. ACID CITRIC. ACID TANNIC
POTASSIUM IODIDE, Crystals or Granular ETHER, U. S. P., FOR ANAESTHESIA

BISMUTH SUBNITRATE
WHITE BULKY TASTELESS

COMPLETE LIST ON REQUEST.

SPECIFY "P-W-R ORIGINAL PACKAGES."

MEAD MILLS for crude drug grinding are simple in construction, have large capacities, are very durable and require less power to operate them than other mills of similar capacities.

Because of these advantages Mead Mills are used extensively by manufacturing chemists, drug and pharmaceutical houses, and manufacturers of proprietary medicines.

A catalogue illustrating and describing Mead Mills will be sent upon request by Mead & Co., 20th Street and M. C. R. R., Detroit, Mich.

"THAT woman's tongue goes as fast as an express train."

"And it's always on the rail."—*Baltimore American*.

ARE you looking for a side-line that will lift your store from the neighborhood class and enable you to draw trade from the best spenders for miles around?

Selling gasoline from a Wayne Monarch curb pump will do it. Passing motorists will stop to replenish their supply of gasoline and incidentally leave with you considerable money for candy, cigars, soda water, toilet goods and scores of other articles that appeal to automobilists.

Just turn to the advertisement, elsewhere in this issue, of the Wayne Oil Tank & Pump Company, 12

Canal Street, Fort Wayne, Ind., and read about the money-making possibilities that are held out to druggists who cater to the automobile trade.

SHE: "Tell me, is an F. O. B. Detroit a reliable car?"—*Yale Record*.

ANOTHER ATTRACTIVE MENNEN PROPOSITION.—"Ruvia" is the name of a deodorant in cream form recently announced by the House of Mennen. It is supplied in two sizes—a 25-cent "boudoir" size which comes in a porcelain jar, and a 10-cent "pocket" size for use in traveling, on week-end trips and so on. The product neutralizes all odors, but doesn't interfere with the normal functions of the skin. Nor does it soil the clothing.

Ruvia will be backed by an aggressive advertising campaign, which includes the *Ladies' Home Journal*, *Vogue*, and other publications. The excellence of the product, combined with the effective way in which it is being exploited and the popular prices for which it sells, bids fair to make Ruvia one of the big summer sellers.

A proposition of extreme interest to druggists—one which means profits—is offered by the House of Mennen, Ruvia Dept., Newark, N. J. Writing for it to-day places you in a position to cash in on first calls for the new product.

THE LAST WORD IN METAL CAPS!



To open "press" center

Stock
sizes:
25—35
45—55
65 & 75
MILLI-
METRES
in
DIAMETER



To close "press" outer edge

Write for
free sample
and further
information
==
Its simpli-
city will
surprise
you

THE "UPRESSIT" CAP is sure to revolutionize the cap industry. It will positively replace the present screw cap and other forced closures which are so difficult to remove and which leaves the mouth of the bottle or jar in such an unsanitary condition. It thoroughly protects the contents of the package and is easily removed.

Upressit
TRADE MARK REGISTERED

U. S. Metal Cap & Seal Co.
107 W. 13th St., New York, N.Y.

THE "UPRESSIT" CAP costs less than good corks and gives much better results. The entire top of the bottle or jar is covered, keeping it sanitary and clean. It cannot become loose and work off as the cap hugs the "lip" and preserves its contents. It avoids those unclean pouring lips so common in substances of an oily or volatile nature.

STOKES Automatic Water Stills for the production of chemically pure water at low cost are offered in eight different capacities— $\frac{1}{2}$ gallon, $\frac{3}{4}$ gallon, $2\frac{3}{4}$ gallons, 5 gallons, 10 gallons, 25 gallons, 60 gallons, and 100 gallons per hour.

The three stills having the smallest capacities are heated by gas; in the others steam is used.

The still having an hourly capacity of one-half gallon is especially suited for drug store use. It is heated by gas, occupies a space of only 24 inches in height, and weighs but 35 pounds. The price of the still is \$18 and its operating cost is only 2 cents per gallon.

Prices and particulars of the larger stills may be obtained from the F. J. Stokes Machine Company, Philadelphia, Pa.

SHE: "Before we were married you told me you were well off."

It: "Well I was."—*Judge*.

H. W. EDDY, who is known to readers of the BULLETIN OF PHARMACY as attorney and manager of the Druggists' Indemnity Exchange, is planning to provide the city of St. Louis with one of the largest theaters in the country. He and his associates, composing the Eddy Realty and Investment Company, recently purchased the large Jai Alai building at the corner of

De Baliviere Avenue and Kingsbury Boulevard for approximately \$200,000.

This big structure was erected in 1904, just before the World's Fair, by the Cuban Jai Alai Company of Delaware and was used during the fair for exhibitions of the Cuban game of Jai Alai. Since then it has been used for various amusement enterprises.

Mr. Eddy's company will spend an additional \$100,000 in completely remodeling the building in order to make it suitable for the largest grand opera and other theatrical productions. The auditorium will seat about 8000 people.

The St. Louis papers gave prominent space to Mr. Eddy's transaction and his plans in connection with the building. He is quoted as expressing a desire to make grand opera and other high class musical productions more popular by a reduction of prices, and this, he says, can be done on account of the large seating capacity of the house.

"Is THERE anything between Jennie and young Jones?"

"Nothing that I know of, except poverty."—*Baltimore American*.

MASSAGE CREAM, in artistic packages bearing your imprint, is offered at an especially attractive price by the Pitkin Chemical Company, Newark, New York.

Better send for particulars to-day.

Pure Cotton-Made in the "Sunny South."

"SALCO"

ABSORBENT COTTON

Druggists, Physicians, Hospitals and Families all use "SALCO"

Knowing it to be the finest absorbent cotton. Made from pure cotton just from the snow-white fields of the "Sunny South." Put up under special process in the most attractive sanitary package to be had.

Samples upon request.

Manufactured by SOUTHERN ASEPTIC LABORATORIES, Incorporated
COLUMBIA, S. C., U. S. A.

THE directors of the Tampa-Cuba Cigar Company, Tampa, Fla., have decided to give every retail druggist the privilege of buying the well-known Tampa-Cuba cigars at the liberal discount which hitherto has been offered only to stockholders in the company.

No more stock in the company is being offered for sale, and all druggists can put in the line with no other cost than the price of the cigars—less a substantial discount.

Particulars of the new plan whereby non-stockholder dealers may secure extra profits on Tampa-Cuba cigars, together with the company's illustrated catalogue and details of its sales-bringing publicity plans, may be secured by mailing the coupon attached to the company's ad on another page of this issue.

HUSBAND (remonstrating): "But, my dear Jane, I haven't said a word."

Wife: "Nevertheless, I know what you were thinking, and there's no use saying you weren't, for I wouldn't believe you if you didn't."—*Life*.

In accordance with its usual custom the Hostetter Company is supplying druggists who handle Hostetter's Stomach Bitters with a number of trade stimulating dealers' helps.

Among the 1916 helps is an attractive enameled

sign, six inches in diameter, bearing the words "Safety First" in large letters. This sign is intended to be hung in a conspicuous position for the purpose of averting accidents due to carelessness or other preventable causes. Cleverly illustrated booklets telling the familiar legend of "St. George and the Dragon" are also furnished. The booklets appeal to children especially and, as they contain mention of "Hostetter's," should prove excellent business getters.

Druggists who have not as yet received a supply of the 1916 advertising matter may do so by addressing the company at 59 and 60 Water Street, Pittsburgh, Pa.

READER: "Have you any modern fiction?"

Librarian: "No, madam; our books-buyer has been on a six months' trip."—*Judge*.

FOUR reasons why the manufacturers claim the Underwood typewriter is "the machine you will eventually buy:

1. It is easy to learn and operate.
 2. It is used by large corporations.
 3. It has held the international speed and accuracy trophy for ten years.
 4. It is indorsed by experts and world's champions.
- Ask the Underwood Company, Underwood Building, New York City, for descriptive literature.

Here's the Quick way to BIG MILK of MAGNESIA Profits

Your profits on prepared Milk of Magnesia are limited. The small end of the profit is yours. Why don't you go after the big profits in Milk of Magnesia? *Make your own.* Then you can afford to put time and effort behind it. Then your profits on each bottle will be four times as great as your present Milk of Magnesia profits.

Make your own by simply adding to 15 ounces of pure water, one troy ounce of

MATTISON'S MAGMA MAGNESIA (Calcined)

and you get one full pint of the purest Milk of Magnesia you ever handled—and it has cost you little more than five cents including the water. Certainly such an opportunity opens up great possibilities to you. BIGGER profits—LOWER COSTS and an incentive to go after the Milk of Magnesia business in your neighborhood. Send 10 cents for a Trial ounce. Convince yourself first if you must. Or better still order a pound can of Mattison's Magma Milk of Magnesia (Calcined) and get started TO-DAY toward Bigger Money from your domestic trade.

KEASBEY & MATTISON COMPANY,

AMBLER, PA.

Largest Manufacturers of Magnesia in the World.



"SOME people say that our ancestors were monkeys."
"Well," replied Miss Cayenne, "maybe some of our ancestors would say the same of us."—*Washington Star.*

ILLUSTRATED in the full-page advertisement of the Wilmarth Show Case Company, on another page of this issue, is a corner and section of a drug store which contains three times the amount of stock usually found in stores of similar size.

This economical stock arrangement is the result of the work of the Wilmarth store equipment experts, who specialize in designing fixtures for small stores in which it is necessary to carry large stocks.

Your fixture problems can be as satisfactorily solved if you will let the Wilmarth experts help you. A post-card addressed to the company at 1510 Jefferson Avenue, Grand Rapids, Mich., will put you in touch with them.

"WHAT is the scope of a submarine's greatest activity?"

"I guess it's the periscope."—*Baltimore American.*

"MARRIAGE is a lottery with very few prizes."

"Of course it is. The best man never gets the bride."
—*Baltimore American.*

DRUGGISTS who sell cameras and films but who haven't the time or facilities for finishing photographic work will find it to their advantage to get in touch with the Kodak Finishing Co., 3159 Indiana Avenue, Chicago, Ill.

This company caters to particular trade and offers nine-hour mail delivery service on all work submitted. Advertising matter that helps get business is furnished to every agent.

Right now, before the summer rush begins, is a good time to find out about securing the agency for your town.

"HENFORD is a pacifist, isn't he?"

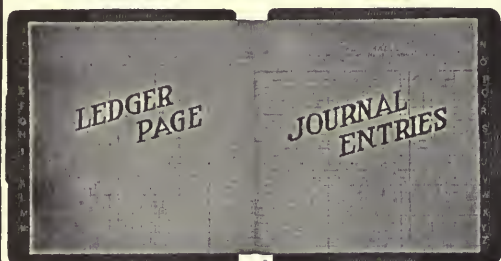
"Rabid! Why, he wouldn't let his wife have cartridge paper on their dining-room wall."—*Boston Transcript.*

IDEAS, 350 of them, paid for at the rate of one dollar apiece, make up the book "350 Dollar Ideas for Druggists."

Each idea has been tested out by a practical druggist who has found it to be either a money-maker or a money-saver. The book is crammed full of the most valuable, the most useful, the most profitable ideas that could possibly be brought together.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send you the book, post-paid, upon receipt of \$1.

Combined Ledger- DUPLICATING Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

\$18.75

Write us now for catalogue K,
Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

PAPER DOLLARS FROM PAPER WASTE.—So serious has become the shortage of raw material for the manufacture of paper, including rags and old papers, that the Department of Commerce has sent out a million notices advising the saving of all old newspapers, wall-paper, cardboard, and other paper stock. The material that is now burned, or destroyed in some other manner, can be used again in making various grades of paper.

Such waste paper, if collected and packed into bales, can be sold for prices ranging from \$9 to \$20 a ton.

Druggists who find considerable waste paper accumulating in their stores each day can easily derive considerable revenue by installing a Gem waste-paper baler. Gem balers are simple, strong, durable, and efficient machines capable of making 100-pound bales of waste paper. The machine takes up but little floor space, and is warranted for five years. With each baler is furnished a list of 300 paper mills which buy waste paper.

Catalogue No. 42, issued by the Gem Manufacturing Company, Bascom, Ohio, tells all about reasonably-priced paper balers of various sizes. You can get a copy by writing to the company and mentioning the BULLETIN OF PHARMACY.

THE TRUTH ABOUT COLIN.

Strephon kissed me in the spring,
Robin in the fall,
But Colin only looked at me
And never kissed at all.

—Sarah Teasdale.

Not that Colin did not thirst
Honeyed kiss to sip,
Colin's plan was Safety First,
Colin feared the grip.

—Boston Transcript.

NICETIES THAT WIN FOUNTAIN BUSINESS.—So much has been written in newspapers and magazines about the dangers of contamination at the soda fountain that many fastidious customers will not purchase unless they first assure themselves that everything around the fountain is handled in a sanitary manner.

Druggists who are catering to this class of patrons, and their number is constantly increasing, find it to their advantage to use the many sanitary helps that are now available. Clerks in such stores are all required to appear with clean coats and linen and with their hands carefully manicured. Fountain and table tops are kept in spotless condition and all silver work is carefully polished each day. Containers for syrups and fruits are sterilized daily.

Even greater care, however, is taken with the dishes in which the drinks are served. In some stores all glasses, holders, spoons, etc., are sterilized each time after being used. Instead of permitting customers to sip their drinks through straws that have been exposed to possible dust and dirt, drinking tubes enclosed in sealed paper containers are furnished with each drink. Paper napkins are placed around glasses before insertion in holders so that by no chance would a woman customer run the risk of soiling her clean gloves.

Dispensers who practice these and similar niceties

say that much additional trade is derived from people who have deserted fountains where sanitary precautions sometimes seemed secondary to the rapid handling of patrons.

"THIS is our latest novelty," said the manufacturer proudly. "Good, isn't it?"

"Not bad," replied the visitor; "but you can't hold a candle to the goods we make."

"Oh! Are you in the same business?"

"No; we make gunpowder."—*Drug Topics*.

SPARKLING BEAUTY MARKS are the very latest things in the way of personal adornment for the fair sex. Of course you have often seen the ordinary beauty marks, the little patches of black court plaster, which when pasted near the eye or mouth of a pretty girl give an added touch of coquettishness.

Sparkling Beauty Marks are pieces of black court plaster of various shapes, as hearts, squares, crescents,



**Sparkling
Beauty
Marks**

etc., and on each one is set a brilliant little stone. How these appeal to a large proportion of the women can well be imagined.

These beauty marks are manufactured by Apt & Frankel, 205 West 19th Street, New York City, who market them through the drug trade. They are sold in packages of assorted shapes, retailing at 25 cents per package. The wholesale price, which will be quoted upon application, allows a generous margin of profit.

The accompanying illustration shows a very attractive colored display card which is furnished with each order. A real beauty mark is pasted on every card and adds to the effectiveness of the display.

You Buy at a Discount— and You Sell with Satisfaction all 'round

when you handle

TAMPA-CUBA CIGARS

The Discount adds materially to the profits of your Cigar Department and brings you Satisfaction.

The high quality of **Tampa-Cuba Cigars** gives satisfaction to your customers and brings them back for more.

No Stock Investment Necessary.

The Directors of the **Tampa-Cuba Cigar Company** have decided to give Every Retail Druggist an opportunity to share in the benefits of the Druggists' Own Cigar Factory. No more stock in the company is being offered for sale and you can put in the profitable **Tampa-Cuba Line** with no other cost than the price of the cigars—less a substantial discount.

Get Your Satisfaction Early

Send the Coupon for Complete Information.

The Tampa-Cuba Cigar Co.

**Tampa-Cuba Cigar Co.,
Tampa, Fla.**

Kindly send me full particulars about your new plan for non-stockholder dealers. Send me your illustrated catalog also, and tell me about your sales-bringing publicity plans.



Name _____

Address _____

City and State _____

Date _____



CHERRYALLEN

(The Original Red Tame Cherry Syrup)

Special Summer Offer

A complete little soda fountain that will establish you in business for \$55.

Turn lever to left for Carbonated water—either coarse or finestream, so you can serve soda or any solid drink—to right for Cherryallen.



Only \$55.

This Finished Drink Dispenser, list price, \$45.00
10 gals. Cherryallen, 18.00
1 doz. Cherryallen Glasses, .75
Advertising Helps, .00

* List price, \$63.75

Special Price for this offer—\$55.00.

DISPENSER IS YOURS—
and \$68 profit.

Each gallon makes 256 glasses (2560 glasses in 10 gallons). At 5c each that will return

\$128. The total cost is: \$55 for the above and \$5 for syrup and carbonated water, or \$60. 256 glasses at 5c is \$128 less cost \$60, leaving net profit of \$68, and the Dispenser.

Note this Finished Drink Dispenser is different from our Syrup Dispenser, which serves only the plain Cherryallen drink. This one will take the place of a soda fountain for a small business, or will be a valuable auxiliary for a large business. Ice box and all equipment with this dispenser except soda tank.

Cherryallen

Clean—Wholesome—Satisfying

Here's what one dealer thinks of the Finished Drink Dispenser:

Akron, O., March 3, 1916.

Allen Red Tame Cherry Co.,
Toledo, O.

I am inclined to put in another Finished Drink Dispenser in my pavilion to take care of trade at the other end. Let me know the cost of another Dispenser such as I now have. We sold three gallons Cherryallen last night from 8 until 11 o'clock.

E.M.
STANLEY.

A Popular Summer Drink

Cherryallen is a profitable drink the year round. In warm weather, when the pure natural juice of fruit is in big demand, the refreshing red cherry flavor of Cherryallen makes it exceedingly popular.

Profitable Summer Business

This special offer enables you to start a business on Cherryallen at a big saving in cost—a cash profit of \$68 (and the Dispenser as permanent equipment) on a \$55 investment. Every glass will return a sure steady profit—the sanitary Dispenser guarantees a 4c profit on every glass.

The Allen Red Tame Cherry Company,

105 Second National Bank Bldg. TOLEDO, OHIO.

**PROFIT
IN EACH
GLASS**

PROFITS FROM POSTAGE-STAMPS.—A patented attachment recently incorporated in the Schermack sanitary stamp selling service machine enables druggists to start customers using and demanding sanitary stamps without antagonizing the patrons in the slightest. The machine sells the stamps automatically and each sale means a clear profit of one cent.

When a stamp customer comes into the store the first time after the machine is installed the druggist can pull the stamps from the roll at the back of the machine and make the sale at face value.

The next time, and every time thereafter, the customer goes to the machine of his own accord and obtains the stamps himself by simply inserting a nickel in the proper slot. The experience of thousands of druggists who have had the machines in operation for years is that it is practically never necessary to personally wait upon a customer more than once.

It costs nothing to install a Schermack machine. The new model is loaned without charge and profits are divided on a 50-50 basis. Each filling of the machine nets \$3.75 in profits, half of which goes to the manufacturers of the machine and the other half is retained by the druggist.

Complete particulars of this dividend-producing proposition will be mailed upon receipt of the coupon attached to the ad, in this issue, of the Schermack Co., 16th Floor, Kresge Bldg., Detroit, Mich.

"How much does that stylish doctor of yours charge?"

"Ten dollars a visit."

"Gee! How often has he called at your house this month?"

"Twenty times."

"Gosh! You owe him \$200 then?"

"Nope, only \$10. He's made the other nineteen calls trying to collect it."—*Globe.*

Messenger.

AN article published a short time ago in one of the leading journals for advertisers tells of a manufacturer who was marketing a reasonably-priced meritorious product, but who despite the fact that he was spending large sums of money in advertising could not bring his sales up to the point where they should be. After calling in an advertising agent who made a careful study of the situation it was found that the container in which the product was packed was not suitable for the purpose. Substituting an improved container for the inferior one caused sales to assume proper proportions.

The lesson applies equally well to the retail druggist. If he is attempting to save money by putting an otherwise worthy product, an ointment for example, in a cheap can he is driving away trade. Customers will not, ordinarily, buy an article the second time if it comes in an indifferent or poorly made can.

Cans that will add to the market value and sala-

bility of druggists' specialties are manufactured by the American Can Company, of New York. Samples and prices may be obtained from the New York office or from any of the company's branch offices in Chicago, San Francisco and other large cities.

"Now, about this life insurance I contemplate taking out. Premiums vary."

"Premiums?" chirped his wife. "I want a plush-covered postcard album, John."—*Louisville Courier-Journal*.

THE BLUE BOOK OF FOUNTAIN SUPPLIES.—The accompanying illustration gives only a vague idea of the unusually attractive six-color lithographed cover of the Bishop-Babcock-Becker Company's 1916 edition of the "Blue Book" of soda fountain supplies. In this well-arranged, attractively-printed catalogue of 128 pages is listed a big, complete line of soda fountain supplies,



such as spoons, glasses, china ware, tables, freezers, display cases, Eureka carbonators, opal onyx Humi-gars, etc.

The manufacturers claim, on the basis of the old axiom which says "Saving a dollar is as good as earning it," that it is very much to the advantage of buyers to make their selection of supplies from the 1916 Blue Book. A copy of this catalogue may be obtained by addressing The Bishop-Babcock-Becker Company at its general offices, Cleveland, Ohio, and mentioning the BULLETIN.

"WHY is it," queried the fair widow, "that they always say a man 'pines' for a woman?"

"I suppose," growled the fussy old maid, "it's because pine is about the softest wood there is."—*Enarco News*.

A TIP for dispensers: Trefoil prescription corks are crumble-proof.

Trefoil corks are sold by jobbers and manufactured by the R. W. McCready Cork Company, Chicago, Ill.

Important to Retail Druggists

Seagers Advertising Services

For Wide-Awake

Retail Drug Stores

are bringing in business in every line, all over this prosperous country, as it never came before, and these same services will make business boom in your store no matter where you are located, what your competition, or what kind of business you want to go after.

Sign and Mail at once the coupon below and Learn about

Seagers Big Successful Drug Store Services

Only One Druggist in any locality can get them.
Don't let your competitor get ahead of you.

Seagers Silent Salesman Show Card Service

is the one satisfactory answer to the often and earnestly asked question "How can I sell my customers more goods?" These Silent Salesmen Show Cards will sell goods every hour of the day that people can get into your store. They are the strongest business-building help you can get and nearer to the real live business-getting sales clerks than any advertising that has ever been produced. This service consists of a beautiful set of Five Solid Brass Show Card Fixtures (Nickel if you wish) and every month forty different Silent Salesmen Show Cards. It completely covers every selling need in every Drug Store. There is nothing else quite like it in all the country. Its cost is less than 10c a day. Only one Druggist in any locality can get it.

Seagers Advertising Schedule

is a real Personal Advertising Helper that plans and builds and reaches out everywhere for new business for you. Gets business you never thought of before. Keeps your store a leader in your locality as it puts you in touch with the latest and best in ideas and plans for your Advertising, for buying, for selling, for store and window trims, and furnishes you all the ideas and copy for Newspapers, Cards, Circulars, Letters; besides, you get all the extra special help you want for any advertising proposition or to overcome any emergency. **FREE** you less than seven cents a day. Only one druggist in any locality can get it.

Seagers Illustrating Service

is specially designed for Druggists who wish to illustrate their advertising with real illustrations of the goods they have to sell—quite different from anything ever offered before. It makes your advertisements stand right out because it shows your goods as they really are in your store. It costs less than seven cents a day, and only one druggist in a locality can get it.

FREE Sample Advertising Balloon with Patent Air-retaining valve (does not need tying), and Seagers Business Boosting Scheme, "How to Double Your Business with a Balloon Day." Free to Retail Druggists everywhere. Puts you under no obligation.

Seagers Advertising Co.,

Drug Store Advertisers.
Exclusive Services.

B.P.
5-16

1367 Broadway,

NEW YORK,
N. Y.

We are interested in
the Services marked X below
for exclusive use in our locality.

Silent Salesmen Show Card Service

Advertising Schedule

Illustrating Series

NAME

TOWN

STATE



DETROIT
800 Rooms 800 Baths
200 room addition building



BUFFALO
450 Rooms 450 Baths



CLEVELAND
1000 Rooms 1000 Baths

The Why of Statler Service

ALL of us at Hotels Statler realize that you—the guest—are the man who pays our salaries.

When you no longer come to us we will go out of business.

It is *you*—not we—who must be considered first in every detail of the operation of these three hotels.

We can't afford to be superior and patronizing with you, even if we wanted to. We can't afford to be discourteous, or to render a perfunctory service, or to give you a scant money's worth.

So these hotels are operated, from sub-celler to roof, to *satisfy* you with what you buy of us. Hence the doctrine that *the guest is always right*; hence our earnest efforts to give you *more than your money's worth*.

Every—every—Hotel Statler room has private bath; outside light and air; circulating ice water; writing desk with plenty of stationery, etc.; local and long distance telephones; pin-cushion, with needles, thread, buttons, etc.; candle for a low night-light, and numerous other unusual conveniences. Morning paper delivered free to every guest-room.

Your satisfaction guaranteed, whether you spend \$1.50 or \$20 a day.

**HOTELS
STATLER**
BUFFALO - CLEVELAND - DETROIT

Rates from \$1.50 Per Day



EASY EXTRA PROFITS.—Selling Kenney Needle Showers opens up a new source of quick and liberal profits that is fast becoming popular with druggists the country over.

The Kenney Shower is a handsome, permanent, all-metal fixture that can be fitted direct to any bath tub. No tools are required for its installation. Its use does away with messy curtains and all splash is eliminated. The water strikes the body—all but the head—in a fine needle spray and gives a refreshing sanitary bath in a few minutes.

Because of its ease of installation, its sanitary features, its entire elimination of sloop and splash, and its low cost—only \$6—the Kenney Needle Shower is



The "Niagara" Shower in operation.

looked upon as a part of the equipment necessary in the bath room of every man and woman who wants complete cleanliness such as is not possible to obtain by means of the old-fashioned tub method.

Sales-creating advertisements in leading magazines—*Saturday Evening Post*, *Literary Digest*, *Hearsts*, *American Magazine*—bring the Kenney Shower to the attention of the public and make it easy for druggists to close sales.

If you want a share of the business that is created by this advertising and by the recommendation of thousands of satisfied users, tear out and mail the coupon attached to the advertisement of the Curtainless Shower Co., Inc., 25 West Broadway, New York City, which appears on another page of this issue.

BOTTLES packed in small cases take up comparatively little space in the store-room, are not liable to break, and are easy to handle. Best of all, they do away with the necessity of tying up an appreciable amount of money in slow-moving sizes.

The F. E. Reed Glass Co., Rochester, N. Y., packs high-grade prescription and shop bottles in small size cases and, upon mention of the BULLETIN, will send a price list and samples to any interested druggist.

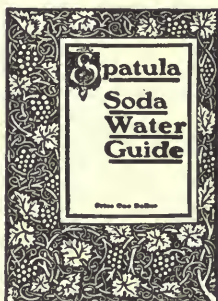
—*Boston Transcript.*



Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for subscribers of the *SPATULA*. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us \$1.00 (Foreign 5/6) for a new subscription to the *SPATULA* and will ask for it, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, \$1.00 (Foreign 4s.); with *SPATULA* 1 year, \$1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½x7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with *THE SPATULA* 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with *THE SPATULA* 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for *Spatula Soda Girl* in colors on card-board, sample copy of *Spatula* and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

GETTING THE CAMERA BUSINESS.—The druggist in a logical position to get the camera business because he has, almost without exception, monopolized the locations most desirable for transient trade. His door is open for the public to come in long before and after the hours kept by other stores. The greatest selling factor—persistence—is his without expense, as customers hurrying in and out for various wants cannot help but see the cameras on display. No other store draws all classes of trade to such an extent—and all classes are camera buyers.

Every year finds more and more druggists investing in small representative stocks of cameras and supplies. The camera business brings in extra trade to the



An outdoor sign which is one of the helps furnished free of charge to Seneca dealers.

dealer; the purchaser of a film is likely to buy candy, magazines or other sundries upon which the profits are even greater than those obtainable from the article originally sought.

Aside from this extra business, however, the profits to be made from the department itself more than justifies its installation. The stock moves so rapidly that a large annual business requires only a small amount of capital to be invested at any one time. The demand for the goods is continuous at all times of the year, while during the warm summer months the volume of sales jumps to almost unthought-of figures.

To druggists who have not as yet installed a photographic department the Seneca Camera Manufacturing Co., of Rochester, N. Y., offers the opportunity of securing a Seneca agency for an investment of only \$50. The company is so sure that a Seneca department will pay any druggist that it offers to send the department on ten days' trial. This company also supplies all kinds of free helps—newspaper cuts, window signs, movie slides, display cards, etc.—which give the Seneca dealer the opportunity to cash in on Seneca national advertising.

NOVELIST: "How are my novels going?"

Retail Bookseller: "I can't imagine, sir, unless it's shoplifters!"—Puck.

"DADDY, what is the plural of spouse?"

"Spice, my boy."—*Life*.

ILLINOIS PHARMACIST WINS APRIL PRIZE.—The April prize of the Armstrong Company's Circle A cork contest—a bag of 1000 Circle A corks—was awarded to Roy N. Adams of the W. S. Sanderson Pharmacy, at Mound City, Ill. His entry is reprinted herewith:

"Drug store success is fundamentally based upon *Service*. Good service wins customers to come again; poor service drives them away. It is poor service to use a faulty cork to complete an otherwise high grade prescription. Circle A corks are never faulty; hence good service demands Circle A corks always."

Not only is the thought expressed commendable because of its practicability, but the concise and logical way in which it is stated is equally praiseworthy.

While the conditions of the contest only obligate the Armstrong Company to award one prize each month, yet because of the exceptional merit of two other entries, the company felt duty-bound to compensate the contestants.

Accordingly, F. P. Miller of the Myers-Dillon Drug Company, Omaha, Nebraska, and C. Louis Seip, of Philadelphia, Pa., each received a sack of 500 regular length Circle A corks.

In reviewing the contest, the Armstrong Cork Com-



Roy N. Adams
'W. S. Sanderson Pharmacy'
Mound City, Illinois.

pany said: "The surprising things about the first month's contest were the number of replies and the exceptional quality of the answers. While from a college-bred audience a high degree of intelligence is naturally to be expected, yet the familiarity with even such a small detail as corks, clearly shows that the average pharmacist is not only in advance of retailers in other lines by reason of his professional education, but because of the thoroughness of his commercial knowledge as well.

"Our only regret is the fact that it was impractical for us to make more awards. Many of the other replies were decidedly meritorious."

For the benefit of pharmacists who are not acquainted with the condition of this contest, a résumé will be found in the advertisement of the Armstrong Cork Company which appears on another page of this issue.

SEALS

DESIGNED TO SUIT YOUR BUSINESS

WRITE FOR ESTIMATE

MANUFACTURED BY

HERBERT H. JACOBUS & SON,
 CEDAR GROVE, N. J.

The Seals in this advertisement are carried in stock.

Prices: { 1000, \$1.25
5000, \$5.00

If some one got up a powder for healing, dusting and antiseptic purposes and wrote the hospitals of New York State for permission to send samples, if 37 replied and 29 ordered after trying the samples—you'd say that the powder must have exceptional merits. That is what happened the first time we went out to the hospitals in New York State with

ANTISEPTIC RECREO POWDER

SEND FOR A SAMPLE

To-day many of these hospitals are steady customers. RECREO is not a talcum-powder, but it takes the place of it—not as a substitute—but as an improvement, for it is a compound of Stearate of Zinc with Balsam Peru and Boric Acid. Think of the selling possibilities of such a preparation, as a Baby-Powder, for Bed-sores, and numerous other cases. Consider also that RECREO is sold in Drug Stores only, never in Department Stores, and that the retailer's profit on RECREO is exceptionally high, and if these points appeal to you, write us to-day and let us tell you more about it.

RECREO MANUFACTURING CO., UTICA, N. Y.

POMPEIAN OLIVE OIL ALWAYS FRESH

DOCTORS recommend Pompeian—its merit has won the endorsement of hospitals all over the country—for Pompeian—finest quality olive oil—is *always fresh*.

¶ The enlightened purchasing public is now, at last, face to face with the fact that olive oil cannot remain sweet and pure indefinitely—as tinned vegetables. They realize that olive oil is a commodity that should be handled with the same care as dairy products.

¶ Fresh eggs, fresh butter, sweet milk—and Pompeian Olive Oil—the up-to-date housewife places them in the same category. For the Pompeian Company—proud of its product and solicitous for the welfare of its consumers—jealously protects the sweetness of Pompeian Olive Oil.

Write for our book of selected salad recipes mailed free to any address

FULL MEASURE TINS

Gallons Half-Gallons

Quarts Pints Half-Pints

THE POMPEIAN COMPANY
GENOA, ITALY BALTIMORE, U. S. A.

THE STANDARD IMPORTED OLIVE OIL

'FLUTED' SODA STRAWS

Dainty drinking tubes that reflect the refinement of your soda service.

They exactly resemble the natural rye straw, having the same fluted fibre and the same beautiful golden gloss.

Untouched by hand and sterilized by heat, "FLUTED" STRAWS are the acme of perfection in drinking tubes.

Sample box on request.

COE MANUFACTURING CO.

35 B. WARREN ST., NEW YORK.



A Profitable Aperient

It pays to push PLUTO WATER, for not only is the margin of profit liberal, but you have our hearty co-operation in bringing the buying public to your pharmacy. Those that come to buy PLUTO WATER will buy other things—thus your patronage grows. Thousands of dollars are now being spent on

Nation-wide Advertising

and the longer you delay in putting in your stock of PLUTO WATER, the greater is your loss of profit and loss of patronage. Get busy! Order a supply of PLUTO WATER at once; link up with PLUTO advertising and take advantage of the

Ever Increasing Demand

that is already strong in your community. Write to-day for details of our attractive sales-plan, window display and our special quantity-lot discounts.

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Ind.

A RESEALABLE BOTTLE AND JAR CAP.—Simplicity of operation is the big point of appeal with the "Upressit" metal cap for closing and sealing purposes. To open a "Upressit" sealed bottle or jar all that is necessary to do is to press the center of the cap; a similar pressure on the outer edge or rim securely closes and seals the package. There is no bothering with screw-caps and other forced closures, which are so difficult to remove, and which, once they have been taken off, will not again seal the contents.

The resealing action of the "Upressit" cap serves to keep the contents of the package clean and pure until wholly consumed. For grape juice, large bottles of mineral water, and many other products where the contents are not all used at the first opening, this resealing feature is particularly adaptable. For soda, ginger ales, and small bottles of mineral water, the fact that no opener is necessary is a big factor and a great convenience.

In the prescription department "Upressit" caps are especially serviceable. They may be used with advantage to displace the expensive and unsanitary corks in cases where, because of the nature of the contents of the bottle, dust and dirt would collect around the mouth and leave a nasty, unclean pouring lip. Furthermore, the caps prevent leakage or spilling of the product even when the contents of the package is of an oily or volatile nature. They cost less to use than high-grade corks and give more satisfactory results.

"Upressit" caps are made by the U. S. Metal Cap

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

and Seal Co., 107 West 13th Street, New York City, which company will send upon request a free sample of the cap and complete information concerning it.

"WHAT's the trouble with our efficiency expert?"

"The doctor says his system is all out of order."—
Detroit Free Press.

RICHARDSON-ROCHESTER POLICIES TO BE ANNOUNCED SOON.—The BULLETIN OF PHARMACY has received the following announcement which will probably prove of interest to all readers operating soda fountains:

"We are pleased to advise our friends, among the soda-water trade, that we are making rapid progress toward the completion of our plans and, in the near future, shall be ready to make public our selling proposition and all the details of our new organization.

"Watch the advertising pages of this journal for our big announcement. It will be of vital interest to every fountain owner and to every man identified with the soda-water business.

"Our selling plan, the service we shall give our customers, and the quality of Maid of Honor syrups and crushed fruits will be several steps in advance of anything ever before offered by any manufacturer of soda-water flavors."

RICHARDSON CORPORATION,
A. G. Richardson, President.

Rochester, New York.

April Prize Winner Circle A Cork Contest

"Drug store success is fundamentally based upon *Service*. Good service wins customers to come again; poor service drives them away. It is *poor service* to use a faulty cork to complete an otherwise high-grade Rx. Circle A Corks are never faulty; hence, good service demands Circle A Corks always."



Roy N. Adams
W. S. Sandeson Pharmacy
Mound City, Illinois

Each month until January 1917, to the pharmacist or any employee in a pharmacy who, in 50 words or less, submits the best reason for using Circle A Corks in prescriptions, we shall send free of charge, (express prepaid) a bag of 1000 Regular Length Circle A Corks in sizes from 2 to 6. The winning answer together with a picture of the contestant or the store (if furnished by him when requested) will be published each month in the various drug journals in which we advertise.

Contestants may submit as many answers as they desire and may compete each month. Only one bag of corks, however, will be awarded to a pharmacy. All answers to compete for the June prize must reach us before the 20th of May.

Armstrong Cork Company
113 Twenty-third St. Pittsburgh, Pa.



(Made in U. S. A.)



LOVE'S FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

IN 5-POUND BOTTLES
12 Bottles to the Case

Advertising Matter Included.

F. S. Love Manufacturing Co.
Confectioners,
JOHNSTOWN, PA.

Mr. Druggist



Here is the leader
of hair tonics and renewers

Glover's Mange Remedy

A business success of over 35 years is
behind this remedy.

Advertising matter bearing imprint and display
cards supplied gratis to druggists.

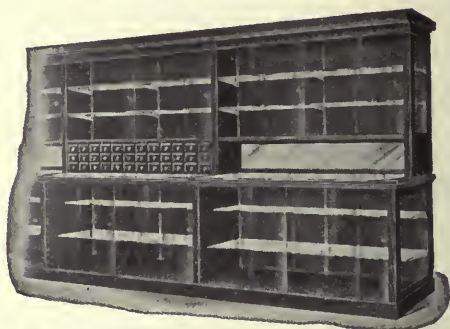
H. Clay Glover Company

118 West 31st Street

New York City

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL
POINT IN MODERN
MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

THE LINE OF LEAST RESISTANCE



**STONE'S
SEAMLESS
STRAWS**

**Perfect Straws
Perfectly Packed**

The Stone Straw Company

Sole Makers

Washington, D. C.

PROFITABLE SUMMER MERCHANDISING.—Bathing caps have become a staple article of merchandise in drug stores, and every year sees an increase in the sales of these goods. Many stores devote large space to the line, make very attractive and ingenious displays, and run them throughout the hot weather, and are thus enabled to clean up a good volume of profit from bathing caps and allied classes of goods.

This merchandise is sold in practically every locality. Vacation and summer-resorting habits are now so generally indulged in that every druggist should take advantage of the many opportunities for profits presented by the chance to outfit vacationists and other summer travelers.

Selling bathing caps and allied goods is easy, clean, profitable business. This year business shows every indication of outclassing previous seasons. Reports indicate a more pronounced interest than ever in the goods, and manufacturers and buyers are predicting a big season and a good one.

Bathing caps are sold largely on style, combined with service. Of the many styles which the market affords this season, few are more attractive and none more durable and serviceable than the Faultless Bathing Caps shown in an advertisement of the Faultless Rubber Company of Ashland, Ohio, on another page in this issue. The company's line is an exceptionally pleasing one that will appeal to the druggist from the standpoint of salable merchandise and to the wearer from the standpoints of style, service, and economy. If bathing caps hold possibilities for you—and there

Prescribed by the Medical
Profession for 35 years.

BENGER'S

Reg. U.S. Pat. Off.

Food.

*For Infants, Invalids,
and Aged Persons.*

¶ The only food containing the
natural principles of self-digestion.

¶ *Benger's Food is consistently
advertised to the U.S. medical pro-
fession. It is sold throughout the
world in sealed tins.*

*Druggists' sample, with literature,
mailed free. Showcards and advertising
material on application to*

BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)

Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

80 U.S.

are mighty few stores that cannot profit from them—
look up the Faultless Company's advertisement and
get an order on the way at once.

"WHAT is a counter attack, Pa?"

"When your mother goes shopping, Johnny."—*Judge.*

WHEN you buy a typewriter the most important
thing to consider is the kind of service it will give.

You want to know if it will stand up under the
strain of continued long use and not lose the close ad-
justments necessary to produce neat, clean-cut type-
writing. You want to know that any saving effected
on the initial cost is not going to be eaten up by a
gradual decrease in producing power due to skimping
of material or workmanship.

In order to demonstrate the many things about the
L. C. Smith & Bros. Typewriter that add to the quality
and quantity of work which an operator is able to pro-
duce on it, the manufacturers have issued two booklets
explaining the advantages of the machine.

"The Silent Smith" is the title of the one on the
silent models, while the standard models are treated in
"A Lesson in Operating."

A postal card addressed to the L. C. Smith & Bros.
Typewriter Company, Syracuse, N. Y., will bring the
booklet you specify.




PRAT-DUMAS FRENCH FILTERING PAPER



**We are the sole
agents for U.S.A.
for this famous
brand, and you can
be sure of obtain-**

**ing the original-
genuine by
looking for our
blue guarantee
stamp.**



SOLE AGENTS
E. FOUGERA & CO., INC.
90 BEEKMAN ST., NEW YORK
INSIST ON THE GENUINE




POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

Necco Presents The "Glassine Quartet"

Supported by Over 500 Varieties of
Encore Winners



Here they are! The four profit-making confections that we are backing this year with a powerful publicity campaign that is bringing in *real* business. Everywhere we are telling just why folks should ask for Necco

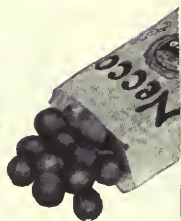
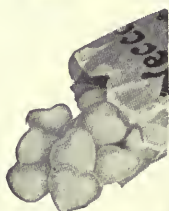
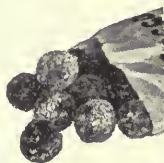
Lemon Drops Sweethearts
Fruit Drops Boston Baked Beans

And they are asking for them! The advertising makes them ask *once*, and the superior quality and goodness of the "Quartet" make them repeat often.

The "Glassine Quartet" get a big encore everywhere they go. They'll sing "*more profits*" to the accompaniment of your cash register. Give them a try-out.

Lots of other big numbers—over 500 varieties. Ask your jobber or write us.

NEW ENGLAND CONFECTIONERY CO.
Boston, Mass.



PEERLESS BRAND

CORKS

Manufactured expressly for the
Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

THE EMERSON PNEUMATIC HAIR BRUSH

A GOOD
MONEY
MAKER
FOR
YOU



Cools the Head
Light and Durable
Absolutely Sanitary
Creates a Healthy Scalp
Recommended by Physicians

Sold by Leading Jobbers throughout
the United States. Send for Samples
and Price Lists.

H. P. EMERSON & CO.,

33 Kingston St.,

BOSTON, MASS.

AMBER BOTTLES for dispensing prescriptions affected by light?

The Whitney Glass Works, Glassboro, N. J., manufactures them.

If you want prices or other particulars concerning hand- or machine-made bottles, write to the company to-day.

COL. SHUTAR: "This is the sergeants' mess."

Lucille: "Oh, Colonel, how can you call it that? I think it looks quite tidy."—*Judge*.

For laboratory or drinking purposes the automatic water still manufactured by the John Trageser Steam Copper Works, 447-457 W. 26th Street, New York City, insures pure water with little trouble and at low cost.

The Trageser still is built of copper, lower section of one piece, interior surfaces are lined with pure block tin, coil in condenser is of pure block tin pipe. There is no part of it that can corrode or rust.

The still delivers $\frac{1}{2}$ gallon of water per hour, weighs but 7 pounds and requires a space of only 11 by 35 inches. The price is \$18, f. o. b. New York.

THE "Glassine Quartet" is the name applied to a group of confections the sale of which the New England Confectionery Company, Boston, Mass., is pro-



CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.
Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway



moting by a powerful publicity campaign. Magazines, newspapers and other mediums are being used liberally to tell candy eaters why they should ask for Necco Lemon Drops, Fruit Drops, Sweethearts and Boston Baked Beans.

You can make this publicity work for you by displaying the "Glassine Quartet" on your counter. Your jobber can supply any of the more than 500 confections which make up the nationally advertised Necco line.

KNICKER: "Is the car equipment complete?"

Bocker: "Yes, it even includes letter forms for putting off the grocer and butcher."—*Judge*.

BROOKS BABY BARLEY is now being put up in a hospital size of three and one-half pounds to retail at seventy-five cents. The wholesale price is \$6.00 per dozen. It is also sold in pound and half-pound packages retailing at twenty-five cents and fifteen cents respectively.

Brooks Baby Barley, which is an American product, is pronounced by pediatricians to be a barley of exceptional quality. The satisfaction it gives and the liberal profit it affords makes it worth your while to recommend it to those buying baby food. Wholesale druggists sell it, and it is manufactured by the Brooks Barley Co., Boston, Mass.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

moting by a powerful publicity campaign. Magazines, newspapers and other mediums are being used liberally to tell candy eaters why they should ask for Necco Lemon Drops, Fruit Drops, Sweethearts and Boston Baked Beans.

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Quincy
answers the
question

HOW to increase Sales
and speed up your turnover

For every display problem we have the
Quincy Special solution

What is your problem?

Catalog No. 22 tells all about and pictures the
most up-to-date store equip-
ment in your line; 192 pages, 282 illustrations, with full
details of construction and finish. A practical show case
and fixture guide for all lines. Shall we send it?

**Quincy
Show Case
Works**
Quincy, Illinois



EASY TO SELL

Because it is a reliable, quick-acting Laxative that is pleasant to take and has no bad after effects.

EX-LAX

The Sweet Chocolate Laxative

has become a self-selling staple that makes satisfied customers and allows the Druggist a handsome profit.

EX-LAX MANUFACTURING COMPANY

29-31 DeKalb Avenue

Brooklyn, N. Y.

CHICAGO OFFICE:
208 N. 5th Ave.

SAN FRANCISCO OFFICE:
1119 Fillmore Street.

WARNER'S SAFE REMEDIES

In Constant Demand
Everywhere



The great popularity of these reliable remedies makes it to your advantage to keep up your stock at all times.



WARNER'S SAFE KIDNEY AND LIVER REMEDY
WARNER'S SAFE DIABETES REMEDY
WARNER'S SAFE RHEUMATIC REMEDY
WARNER'S SAFE ASTHMA REMEDY
WARNER'S SAFE NERVINE
WARNER'S SAFE PILLS

3% on \$24.00 Quantities; 5% on \$48.00 Quantities.

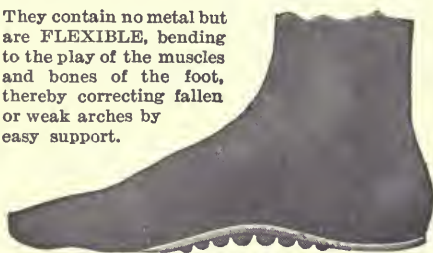
SOLD BY ALL WHOLESALE DRUGGISTS.

WARNER'S SAFE REMEDIES CO.,
ROCHESTER, N. Y.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

It can be done—your soda tables can be made to sell as many sundries as an extra clerk.

Just ask the Yesbera Mfg. Co., 2278 Albion Street, Toledo, Ohio, for the booklet on the subject. It tells all about Yesbera display top soda tables, how they add to the attractiveness of the store, and how they help to create a lively demand for articles displayed in them.

A postal-card request will bring the booklet, together with the company's catalogue which quotes prices and illustrates the different styles and sizes in which the tables are offered.

"I SLEEP like a log."

"With the saw going through it."—*Boston Transcript.*

ADDITIONAL MANNING SERVICES.—Recently improved and enlarged, the Manning Monthly Service now contains copy for every kind of advertising which the busy druggist is likely to need. The new features provided consist of "forms" for printed cards, type-written letters and complete folders. The regular service, as heretofore, will include copy for newspaper ads, booklets, circulars, circular letters, letters to physicians, counter slips, mailing cards, signs, parcel-post ads, illustrated window displays, and picture-slide advertising.

The Manning Show Card Service—a new depart-

Whitney Glass Works

ESTABLISHED 1773.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York

Philadelphia

Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

ture—consists of original and seasonable show cards which cover all lines carried by druggists. The cards are displayed in handsome stands and tend to stimulate sales by bringing seasonable merchandise before the attention of the public.

The two Manning Services are supplied exclusively to the druggist in each locality who first expresses his desire for effective advertising material at reasonable prices.

Particulars concerning either or both of these trade helps may be secured by mailing the coupon attached to the ad of the Manning Advertising Service, 313 North Ninth Street, St. Louis, Mo., which appears elsewhere in this issue.

VISITOR: "Do you give your dog any exercise?"

Owner: "Yes, he goes for a tramp every day."—
Burr.

How to increase sales and speed up your turnover by means of proper display are problems which the Quincy Show Case Works, Quincy, Ill., stands ready to help you solve.

Catalogue No. 22 issued by the Quincy Company is a practical show case and fixture guide that points the solution to many perplexing questions relative to store equipment. It pictures and gives full details of construction and finish concerning many up-to-date outfits. The book includes 192 pages and it has 282 illustrations. A post-card request will bring you a copy.



—equipped with a Victor Drug Outfit.

Victor Sectional Drug Outfits—shelving and prescription cases—offer equipment of the handsomest, most modern, sanitary and convenient construction which is *elastic* and adaptable to every size and shape of drug store. Victor Sectional Drug Outfits have dust-tight doors running on steel tracks, and ball-bearing rollers. The cost is 10 per cent to 20 per cent less than similar made-to-order outfits.

We also make show-cases, cigar-cases, wrapping counters, settees, wainscotings, etc.

We are the largest manufacturers of Drug Fixtures and show-cases in the United States and sell through Jobbers.

Write your favorite Drug Jobber for our Catalog.

BENDERSCHIED MFG. CO.

2800-2826 N. 9th St.,

ST. LOUIS, MO.

DISTILLED WATER

AT

2c Per Gallon

Guaranteed By

STOKES

AUTOMATIC

WATER STILLS

Price Only \$18.

F.J.Stokes Machine Co.

PHILADELPHIA, PA.



Now!

Never was there such a demand for Capable Opticians as now.

Not alone to fill positions, but to occupy fields which are yearning for Optometrists who have been trained to FIT GLASSES RIGHT.

Our methods, Our Course and Our Faculty are the BEST.

We teach everything pertaining to a Practical Optical Education.

Write for particulars.

CORRESPONDENCE AND ATTENDANCE COURSES.

Northern Illinois College of Ophthalmology

G. W. McFatrach, M.D., Pres.

MASONIC TEMPLE.

CHICAGO, ILL.

Ask Your
Jobber for
Prescription



CORKS



MANUFACTURED
BY
R. W. McCready
Cork Company,
CHICAGO, ILL.

HIGGINS'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.



Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London.

271 Ninth Street,

Brooklyn, N. Y.

DRUG MILLS



Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Front View No. 1 MEAD MILL
(smallest size)

Illustrated catalog upon request.

MEAD & CO., 20th St. and M. C. R. R.
DETROIT, MICH.

Catnip Ball For Sale
Everywhere.



Trade Mark
Pat. Reg. U.S. Pat. Off.

AMUSING
and an Exerciser.

A Toy for Cats, in a box of Catnip, beneficial to the health of any cat or kitten. Cats can't let it alone. Will last for years. On sale at most Drug, Bird or Toy Counters.

DR. A. C. DANIELS, Inc., Boston, Mass.

Manufacturers of Horse, Dog and Cat Remedies.

THE Hoffmann-LaRoche Chemical Works, New York City, announces that Digalen, Pantopon, Thigepol, Thiocol (tablets and syrups) and Scopolamine Stable are now freely available at the same prices as were in effect before the start of the European war.

"Roche" specialties may be obtained from all jobbers.

N. C. R. Co. OFFERS PRIZES.—The National Cash Register Company is offering \$1000 in prizes to the employees of retail stores for suggestions relative to the improvement, sale, or use of National registers.

The announcement states that the total amount will be divided amongst the ninety-nine who send in the best suggestions, as follows:

For best suggestion.....	\$ 50
For second best suggestion.....	40
For 2 next best suggestions, \$30 each.....	60
For 5 next best suggestions, \$25 each.....	125
For 10 next best suggestions, \$20 each.....	200
For 25 next best suggestions, \$10 each.....	250
For 55 next best suggestions, \$5 each.....	275

Total, 99.....\$1,000

All suggestions must reach the offices of the com-

BOHNER'S 1916 CREATION

PATENT CRUSHED FRUIT BOWL WITH AUTOMATIC HINGED GLASS COVER

Attractive—Clean—Sanitary

To remove or replace cover—simply lift lid and it automatically goes to place.

The perfect ease of handling, the saving in space, breakage and waste or loss of fruit will appeal to you.

Order from your Jobber.

Manufactured by Bohner Mfg. Co., Chicago, Ill.



Something
Entirely New!

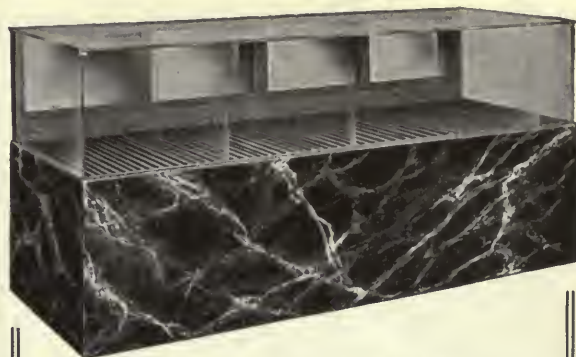
SPARKLING BEAUTY MARKS

Patented May 25, 1915.

Black court plaster beauty marks set with brilliant stones that sparkle in the light. The hit of the year. To show them is to sell them.

Retail at 25c a package. Price \$3 per gross of marks. A handsome display card showing face of a pretty girl with a real mark attached sent free with each order. Write to-day.

APT & FRANKEL, 205 W. 19th St., NEW YORK CITY.



Increasing Sales and Profits.

NEW WAY store equipment is overcoming the problems—and *increasing sales and profits* for hundreds of modern drug stores—and it will do the same for you.

The line is completely and interestingly covered in our new catalogue "D"—which is now ready. Send for your copy to-day.

GRAND RAPIDS SHOW CASE CO.

Largest Manufacturers of Store Furniture in the World.

GRAND RAPIDS, MICHIGAN.

Branch Factory: LUTKE MFG. CO., Portland, Ore.

OFFICES AND SHOW ROOMS:

NEW YORK, 724 Broadway.	CHICAGO, 316-18 W. Jackson Blvd.	ST. PAUL, 315 Jackson St.
ST. LOUIS, 1134 Washington Ave.	PITTSBURGH, 928 Penn Ave.	DALLAS 409 Scollard Bldg.
BOSTON, Room 305 Harvey Building, Corner Chauncey and Bedford Sts. Boston, Mass.		

pany at Dayton, Ohio, before midnight, July 15, 1916, in order to be considered in the competition. Awards will be made by a committee of three of the company's department heads.

The N. C. R. Company has had the suggestion system in force at its factory for many years; in fact, it was the pioneer in this kind of work. Every six months the employees are brought together for a distribution of \$1500 in prizes for the best suggestions pertaining to the work at the factory.

This announcement for employees in retail stores will undoubtedly create an interesting rivalry throughout the country.

"Does he occupy his pulpit satisfactorily?"

"Well, he has gained twenty pounds since he came with us."—Judge.

DAVENPORT DRUG CLERKS ORGANIZE.—On April 17, 1916, the drug clerks of Davenport, Iowa, met and organized the Davenport Association of Retail Drug Clerks. The object of the new association is to afford mutual protection for the clerks and their employers. Officers were elected as follows: C. P. Johnson, president; H. J. Techentin, vice-president; Edna M. Becker, secretary and treasurer; E. M. Wertz, F. P. Hess, E. H. Bowers, and Earl Smelz, members of the executive committee.

The meeting was largely attended and a great deal of enthusiasm was displayed.

NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.



Prepare Against Waste by Using the GEM WASTE PAPER BALER

and turn your waste paper into paper dollars! Why burn your waste paper when it is worth from \$9 to \$15 per ton?

Our Gem baler is capable of making a 100 lb. bale, and is simple, strong, durable, and efficient, occupying small floor space; guaranteed for five years, will last a lifetime.

300 names of paper mills sent free with each baler. We also manufacture smaller and larger balers. Send at once for catalogue No. 42.

THE GEM MANUFACTURING CO., BASCOM, OHIO

Read: "Turning Waste into Cash," in the January number of this publication.

DIGALEN

**PANTOPON
THIGENOL**

**THIOCOL Tablets, Syrup
SCOPOLAMINE STABLE**

freely available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works,

NEW YORK.



READ THIS OFFER

AND SHARE PROFITS WITH US ON

OXYNOLEUM

THE ORIGINAL OXYGEN OINTMENT
FOR EVERY EXTERNAL AILMENT.

For a limited time we will give two tubes FREE with each dozen tubes of OXYNOLEUM. Price \$2.00 per dozen, less 10 per cent. We will also furnish FREE one of our handsome metal signs which is not only ornamental but also a good business-getter. Write us to-day.

BI-OXOL CHEMICAL CO., 94 John Street,
NEW YORK CITY
(Successors to BIOPLASM MFG. CO.)

USEFUL in EYE, EAR, NOSE
or THROAT

ALKALOL

**8-oz. \$4.00 per Doz.
16-oz. \$6.75 " "**

ALKALOL COMPANY, - Taunton, Mass.

POPULAR FOR NEARLY A CENTURY

PLANTEN'S (TRADE MARK)
**C & C OR BLACK
CAPSULES**

REGISTERED IN U. S. PATENT OFFICE.

AN OLD CELEBRATED REMEDY FOR MEN

BEWARE OF COLORABLE IMITATIONS.

U. S. Court of Appeals recently sustained our rights to the exclusive use
the trade marks C & C and C & C or BLACK.

H. PLANTEN & SON (Founded 1836)

BROOKLYN, N. Y.

A LONG-PROFIT SPECIALTY.—Modern drug stores owe a considerable part of their prosperity to the fact that they afford the most convenient places for the public to buy small but necessary articles. This is the reason side-lines prove so profitable.

The smaller an article, the easier it is to handle and the more profit it pays, all other things being equal, because it requires very little valuable space. The more necessary an article, the greater the hold it-gives you on the public.

Can you think of anything smaller than a collar button and yet more necessary? If you ever lost or broke one in the morning or evening when other stores were closed you can realize how thankful a man would be if he were able to secure one in a drug store.

THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

"How are you getting on with your garden?"

"First rate," replied Mr. Crosslots. "Only we haven't quite agreed on how it's to be worked. I thought it would be great exercise for my boys, and my boys think it's going to be great exercise for me."
—*Washington Star*.

AMONG the specialties manufactured by Chas. Pfizer & Co. are Strychnine and its Salts.

Their brand of Crystals and Powdered Alkaloid, and Crystals and powdered Sulphate, are almost universally known and are recognized as a leading brand of strictly U. S. P. standard, particular attention being called to the uniform purity of their product.—*Adv.*

TRAVELER: "I say, what are you people so proud about? Last time I came here everybody was very friendly, and now I can hardly get a person to speak."

Uncle Eben: "You'll pardon us, but it's our town pride. You see, Joe Summers picked up a guide-book that fell out of a motor-car last week and we found that the old tannery swamp is a mountain tarn, Simmons' stone-quarry a precipice, Bill Moodler's beer-house a wayside inn, and the whole country chock-full of historical antidotes and delusions."—*Toledo Blade*.

STUDENTS' HANDBOOK OF PHARMACY will help you pass the examination. Send 50 cents and get this book: pharmacy, materia medica, chemistry, questions and answers. Marvin E. Pate, Dept. H, Madisonville, Ky.
—*Adv.*

"So you've decided to name your boy after George Washington?"

"Yes. You see, George has been dead a long time, and so many boys have been named after him who never amounted to anything, that our son won't be conspicuous if he disappoints our fondest hopes and fails to become great."—*Birmingham Age-Herald*.

Cultivate Customers



by *always* handing them the *genuine*,
tried-and-proven article—such as

Antiphlogistine
TRADE MARK

thus habituating them in the thought that they can *always* depend on "their" druggist for absolute commercial and scientific reliability. *Cultivate customers on the basis of Confidence.*

5% on orders of \$12.00

"There's only *ONE* Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

We can
recommend
the
proper

PEROXIDE

for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously

For Prices, Formulas, etc., Inquire
THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street,

PITTSBURGH, PA.

"Who was it said, 'Hitch your wagon to a star?'"
"Oh, some motorist who didn't want to lend another a little gasoline, probably."—*Puck*.

OLIVE OIL, like eggs, butter or sweet milk, to be at its best must always be fresh. It cannot remain fresh indefinitely, particularly if stored in bulk or air-accessible containers.

Pompeian Olive Oil is always fresh. It is packed in hermetically-sealed tins in sizes ranging from one half-pint to one gallon, so that the consumer need buy only such a quantity as will insure it being used up before deterioration can set in.

Pompeian Oil is advertised all over the country; its freshness—and sweetness—is known to housewives everywhere.

The Pompeian Company, Baltimore, Md., will quote trade prices and explain the merits of the oil in detail, upon request.

"WHAT did she say when you turned out the gas and kissed her?"

"She said she felt as if she never wanted to see my face again."—*Ohio Sun*.

"Do you know of any cook who will remain in the country?"

"Not unless she is buried there."—*Judge*.

An elderly lady with a peaked bonnet got aboard a Pennsylvania train. She turned to a boy, and, pointing to the brake cord, asked: "What's that?"

"That's the bell cord; it runs into the dining car."

The elderly lady hooked the end of her parasol over the cord and gave it a vigorous jerk. Instantly the brakes were set and the train came to a stop.

The conductor rushed in and yelled: "Who pulled that cord?"

"I did," the lady calmly replied.

"Well, what do you want?" shouted the conductor.

"A cup of coffee and a ham sandwich."—*Whoop-erup*.

TWELVE DOLLARS profit yearly from an investment of only two dollars!

By taking advantage of the manufacturer's advertising on Mrs. Winslow's Soothing Syrup (non-narcotic) many druggists are selling a dozen bottles monthly. Their investment of \$2.00 is turned over every 30 days, resulting in an annual profit of \$12.

The Anglo-American Drug Co., 215-217 Fulton Street, New York City, will explain how its advertising may be made to help you sell a dozen bottles monthly.

"YOUR love," he said, "would give me the strength to lift mountains."

"Dearest," she murmured, "it will only be necessary for you to raise the dust."—*Kansas City Journal*.

Are You Ready for the Summer Business?

Of course you are in most ways, but are you ready to take advantage of the sure demand for

Diamond Dyes

that is already here?

Diamond Dyes will make the profit side of your ledger increase, and increase very largely.

Have you a sufficient stock on hand?

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

ROSENBAUM: I had bretty hard luck de other day.

Greenbaum: Vell, vot happened..

Rosenbaum: I was arrested vor speedding.

Greenbaum: I didn't know you had an auto.

Rosenbaum: No, speedding on de sidewalk.—*Disston Crucible.*

POULTRY RAISING is a hobby with many people. They give it much of their time and take particular delight in keeping their birds in the pink of condition.

These people make good customers for druggists who feature poultry remedies. They look upon Conkey's poultry remedies and tonics as standard because they know that each remedy is carefully and scientifically compounded, and is sold under the guarantee of "Money back if any Conkey remedy ever fails."

You can get the Conkey line on your shelves by writing to the C. E. Conkey Co., 5007 Conkey Bldg., Cleveland, Ohio.

"DUTY calls, madame!"

"Ah! Just say that I am out."—*Judge.*

SALESMAN: "That car is simplicity itself. A baby could run it."

"Nothing doing. I'd like to have something our baby can't run."—*Puck.*

"JOHNNY, don't you know it's wrong for a little boy to fight?"

"Yes'm. But Willie doesn't know it, and I'm proving it to him."—*Washington Star.*

NOTHING adds more to the refinement of a soda service than appropriately and neatly dressed dispensers. In fact, dispenser's coats are an absolute necessity to the druggist who is really interested in the success of his fountain business.

The M. Weissfeld Manufacturing Co., 253 E. Market St., Philadelphia, makes a specialty of coats for dispensers and druggists. The coats are made in twenty-five styles and forty different patterns.

Samples of materials and full instructions for measuring will be sent free to any reader requesting them.

WISE GUY: "Ever see a close race?"

Utter Nut: "Sure; I spent three months in Scotland."—*Northern Baptist.*

"WHY must you always go out every time one of my women friends calls?"

"Well, my dear," responded her husband, "I am glad to meet your friends. But you must remember that I have heard the story of your Atlantic City trip about seventeen times now."—*Indianapolis Star.*



Increase Your Sales and Profits

by packing *your* preparations in American Can Company decorated packages.

We illustrate herewith one of our cold cream boxes lithographed in bright attractive colors, making it a very handsome display package.

This is one of the many attractive boxes listed in our catalogue No. 21. Write for it to-day.

AMERICAN CAN COMPANY

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

With offices in all large cities

"WHERE is your wife going this summer?"

"She's looking around for some place where none of the women have more than two gowns. She has three."—*Life*.

RAINY-DAY PROFITS.—When the sudden shower comes up, many people instinctively rush to the nearest drug store in order to get out of the wet. Selling umbrellas to such people is simply taking the money they are anxious to hand over—if the umbrellas offered are of good quality and reasonably priced.

For 65 cents, J. Lazarus & Co., 74 Franklin Street, New York City, offers a taffeta umbrella, ladies' or gentlemen's style, which retails readily for \$1.00.

The Lazarus Company also handles many other styles of umbrellas, retailing at various prices, particularly suited for drug-store selling. Details of the line will be sent upon application. Or if you want to get in on the game at once, send your check for \$7.80 and receive a dozen of the company's leader. There's a profit of \$4.20 in it for you.

"CHARLEY, dear," said young Mrs. Torkins, "are we going to celebrate Shakespeare's birthday?"

"If you wish."

"I think we ought to. We'll buy a statuette of Shakespeare and put a wreath around its head and then spend the evening at the movies."—*Washington Star*.

"Your daughter seems to have acquired a fine polish at that finishing school she attended."

"Yes," answered old Mr. Gadder, thoughtfully. "But I'm afraid her health is not what it used to be."

"That's too bad."

"Before she went away she was a strong, husky sort of girl and able to wait on herself. Now she can't even dress without the assistance of a French maid."—*Birmingham Age-Herald*.

To HELP make easier the sale of Benger's Food—for infants, invalids, and aged persons—the manufacturers offer to supply show-cards and other advertising helps free of charge.

Address Benger's Food, Ltd., 92 William Street, New York City, for a supply.

"I WISH success were a woman."

"Why?"

"Then everybody would know its secret."—*Detroit Free Press*.

"Did you see my sunburst last night?" inquired the pompous Mrs. Newrich of her poorer neighbor.

"No, I didn't," said the neighbor caustically; "but I certainly thought he would if he ate another bite."—*Ladies' Home Journal*.

Liquid Petrolatum, Squibb

(Heavy Californian)

is a pure, colorless, odorless and tasteless

MINERAL OIL

consisting of hydrocarbons of the naphthene series and exceeding the requirements of the U. S. P. and B. P.

It has the very high specific gravity of

0.886 to 0.892 at 15° C.

0.881 to 0.887 at 25° C.

also an exceptionally HIGH NATURAL VISCOSITY, which is of paramount importance because true viscosity is the chief index of lubricating power.

It is sold only in one-pint bottles under the Squibb label and guaranty.

For further particulars address

E. R. SQUIBB & SONS

New York

MRS. EXE: "I do wish my husband would get out of the stock market. His munition stocks slumped so badly that he paced up and down the room all last night wondering what to do."

Mr. Wye: "Walked the floor with his war babies, eh?"—*Boston Transcript*.

ADAPTABLE to every size and shape of drug store, Victor sectional drug outfits can be purchased at a saving of from 10 to 20 per cent when compared with prices charged for similar outfits made-to-order.

Victor outfits are handsome, modern, sanitary and convenient. The doors are dust tight, run on steel tracks, and are provided with ball-bearing rollers.

Your favorite drug jobber or the Benderscheid Manufacturing Company, 2800-2826 N. 9th Street, St. Louis, Mo., will send you a catalogue showing Victor outfits which are in actual use. Other needed drug store fixtures, such as show cases, cigar cases, wrapping counters, settees, wainscotings, etc., are also illustrated in the booklet.

"I GAVE my wife a fine little dog," remarked the inconsequential looking man.

"Does she like the dog?"

"I'm not sure. The first thing she did was to name it after me, and the next was to tell the servant to keep it shut up in the basement."—*Washington Star*.

"Is that young lady I saw you with the other day your wife or sister?"

"Er—I haven't asked her yet."—*Judge*.

"I COULDN'T find that river you want the appropriation for."

"Where did you look for it?"

"I went right into your own county and searched carefully."

"Oh, that wasn't the place. You ought to have looked on the map."—*Washington Star*.

THREE HUNDRED AND FIFTY IDEAS, every one of them practical and of proved value to retail druggists, and every one of them paid for at the rate of one dollar each, are contained in the book "350 Dollar Ideas for Druggists."

You can get this book, filled with descriptions of dispensing, manufacturing, advertising, bookkeeping, window display and business-bringing methods, for only one dollar.

Send the dollar to E. G. Swift, P. O. Box 484, Detroit, Mich.

SHE: "Shall we elope in the auto?"

He: "Not with gasoline at the present price."—*Life*.

He Is One of Many

Decatur, Tex., April 14, 1916.

E. G. Swift, Publisher,
Dear Sir:

I have just received your two books entitled, "350 Dollar Ideas" and "Window Displays For Druggists." I had already received and read "The Druggist and His Profits." All three are fine indeed. They are the greatest little trio of books I ever saw. If you publish any others of the kind, please let me know.

Sincerely yours, EVERETT W. BASS.

Letters of this sort we are getting all the time from druggists who have bought any one or all of our three practical books.

These volumes help the druggist to make more money. They assist him in making a bigger success of his business. They point the way to better trade and better profits.

One dollar each—all three for \$2.50.

E. G. SWIFT, Publisher, P. O. Box 484, DETROIT, MICH.

"Your wife is eating too much fluffy stuff downtown. She'll have to change her diet."

"Don't know how I'll manage it, doc, unless I get the druggist to install a mashed potato sundae or a hash mousse."—*Kansas City Journal*.

IF YOU ACT QUICKLY.—For a limited time the Bi-Oxol Chemical Company, 94 John Street, New York City, offers two tubes of Oxynoleum free with each dozen purchased at the trade price of \$2.00 a dozen, less 10 per cent.

Oxynoleum is an antiseptic, anodyne and astringent ointment which liberates free oxygen when applied to affected surfaces. It is composed of peroxide of zinc, powdered alum, oxide of zinc, ichthyol, phenol, resorcin and menthol, combined with a pure petrolatum and stearine base. Its use is indicated in wounds, burns, scalds, bruises, skin eruptions, itching, inflammations, ulcers, hemorrhoids, etc.

On initial orders for Oxynoleum the manufacturers include a handsome metal sign which has proven an excellent business getter.

"ARE you going to make a garden this year?"

"No," replied Mr. Growcher. "I'm going to dig up a place in the back yard and put some seeds into it, and then turn it over to the chickens for a picnic ground."—*Washington Star*.

"Do you see that seedy looking man over there with the preoccupied air?"

"Oh, yes."

"Well, he's a statistician. He can tell you how many toothpicks, laid end to end, it would take to reach from New York to San Francisco."

"Marvellous!"

"Yes, but he can't tell you where his next meal is coming from."—*Birmingham Age-Herald*.

TELL this to automobile riders:

Alkalol is useful in correcting dust-caused irritations of the eyes, ears, nose and throat.

Alkalol is supplied by the Alkalol Company, Taunton, Mass., and by all jobbers. The 8-ounce size costs \$4.00 a dozen; the 16-ounce size, \$6.75.

A LADY and her little daughter were walking through a fashionable street when they came to a portion strewn with straw, so as to deaden the noise of vehicles passing a certain house.

"What's that for, mama?" said the child.

The mother replied: "Why, the lady in that house has had a little baby girl sent her."

The child thought a moment, looked at the quantity of straw, and said: "Awfully well packed, wasn't she, mama?"—*Everybody's*.

DETROIT, MICH.

McGRAW ACCOUNT REGISTER COMPANY

DETROIT, MICH.

SPECIAL HALF PRICE 30-DAY ADVERTISING OFFER \$75.00 FOR \$37.50!

Protect Your Accounts Against Fire!

The McGraw Steel Clad Asbestos Fire-proof Register is filled with 4-ply air-cell asbestos.

It is not a makeshift but *real* protection against fire. At the close of business it takes only 10 seconds to close and lock your register, and if your store burns (*which might happen any night*) your accounts will be safe. An account register that does not protect your accounts against fire is dangerous and worse than nothing. You pay good money to insure your stock of goods. It is even more important to insure your accounts *and it does not cost one penny to insure them with the McGraw in use*. Just think for one moment what it would mean to wake up in the morning and find your accounts burned! You would lose hundreds of dollars.

I have had your Register one month to-day and I have checked up my month's business in 5 minutes, where last month it took me a whole day. My work is finished at night when I lock the store. The old way I worked nights and Sundays to keep up what I now do at every change. I remain yours, C. E. JARVIS, GEN'L MGR., WEST SOUND, WASH.

"Do not know how I got along so long a time as I did without it. Thanking you for square dealings."—P. G. STONE, BROWNING CENTER, VT.

"It has taken the place of a bookkeeper, which saving alone has paid for it several times over."—Wm. ANDERSON GROCERY CO., DETROIT, MICH.



McGRAW ACCOUNT REGISTER

Price \$75.00

Holds 200 Accounts.

We also make larger and smaller ones.

OUR GUARANTEE

The McGraw Account Register is sent out on a 30-day actual use test, under a positive guarantee to be the best method ever devised for keeping accounts.

Try it out side by side with any other make, regardless of price, and if we do not make good, return at our expense.

Could an Offer be More Fair?



McGRAW REGISTER CLOSED.

Try It Out Sign and Mail the Order Blank to-day. You can not lose. We take all the risk. Use it 30 days. **FREE**

McGRAW ACCOUNT REGISTER CO., 701 Warren Ave., Detroit, Mich.

Ship via Freight, as soon as possible, f. o. b. Detroit, One McGraw Account Register, at \$37.50. 200 account capacity.

To be returned at your expense within 30 days from arrival at my R. R. Station if not satisfactory. Otherwise I will keep the Register and pay 5 easy monthly payments of \$7.50 each—total \$37.50.

Signed.....

Town.....State.....(B.P.-6-16)

"It's a wonder to me you Americans don't abolish your legislatures altogether."

"Why?"

"You seem so happy when they adjourn."—*Louisville Courier-Journal*.

RIGHT NOW is one of the best times in the year to start the sale of Eveready flashlights. Automobilists, motor boat owners, people having summer cottages, and all other outers whose pleasures take them away from city conveniences find these portable electric lights of invaluable assistance.

Initial sales of Eveready flashlights show a good profit, and at the same time open up the way for additional profits from the "repeat" sales of tungsten batteries and Mazda lamps which are needed to keep the lights in operation.

The American Ever Ready Works, of the National Carbon Company, Long Island City, New York, has a special introductory-order proposition for druggists who wish to get a share of the profits resulting from the sale of the nationally-advertised Eveready flashlights. Mailing the coupon attached to the Eveready ad, elsewhere in this issue, will bring details of the proposition.

MADGE: "Did you have anything to talk about at the club meeting?"

Marjorie: "Lots! On account of the storm there were only three of us present."—*Judge*.

"HEALTHY place? I should say so! We'd have a perfect record of no deaths, if it were not for the doctors."

"So it's the doctors, not the place, that is the cause of mortality?"

"Nope—place."

"But you said—"

"Yes—place does it. It's the doctors that die off—starve to death."—*Judge*.

TABLET-MAKING MACHINES—are you interested in them?

If so, write to the Arthur Colton Company, 794 Jefferson Avenue, Detroit, Mich., for an illustrated booklet which describes tablet machines of the single punch and rotary types.

The Colton company manufactures pharmaceutical machinery and laboratory appliances of all kinds and claims its products to be of superior design, simple construction, and good workmanship.

STRANGER: I noticed your advertisement in the paper this morning for a man to retail imported canaries.

Proprietor of Bird Store: Yes; have you had any experience in that line?

Stranger: Oh, no; I merely had a curiosity to know how the canaries lost their tails.—*Indianapolis Star*.

P
W
R

FOUNDED 1818

Powers - Weightman - Rosengarten Co.
Manufacturing Chemists



NEW YORK PHILADELPHIA ST. LOUIS

MORPHINE SULPHATE, Flakes or Cubes STRYCHNINE and Salts CODEINE and Salts
QUININE SULPHATE and other Salts MERCURIALS. ACID CITRIC. ACID TANNIC
POTASSIUM IODIDE, Crystals or Granular ETHER, U. S. P., FOR ANAESTHESIA

BISMUTH SUBNITRATE
WHITE BULKY TASTELESS

COMPLETE LIST ON REQUEST.

SPECIFY "P-W-R ORIGINAL PACKAGES."

HE: "You used to say there was something about me you liked."

SHE: "Yes; but you've spent it all now."—*Philadelphia Evening Ledger*.

NEWWED: "It is hard to ask for bread and get a stone."

MRS. NEWWED: "It is worse to ask for a stone and get paste."—*New York Sun*.

IN THE extensive advertising campaign now being conducted in behalf of Eckman's Alternative, mention is made of the two sizes in which this steady seller is supplied. The new size package, which retails at one dollar, costs \$8.00 a dozen; the regular \$2.00 size costs \$16 for the twelve bottles.

Both sizes are supplied by jobbers and upon receiving notification that you have Eckman's in stock the Eckman. Mfg. Co., Philadelphia, Pa., will forward attractive literature that helps create sales.

"ONE wife too many!" exclaimed Mrs. Wederly, as she glanced at the headlines of her husband's paper. "I suppose that is an account of the doings of some bigamist?"

"Not necessarily, my dear," replied her husband, without daring to look up.—*Buffalo Courier*.

GAZZAM: "Cholly comes of distinguished ancestors." Miss Cayenne: "Distinguished, no doubt—but not as ancestors."—*Judge*.

A GOOD hot weather proposition—Perfection air cell arch cushions.

Perfection cushions are flexible, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support. They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell, which produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Perfection cushions retail at the popular price of 50 cents a pair. Trade prices and further particulars may be obtained from the Elastic Tip Company, 370 Atlantic Avenue, Boston, Mass.

DUBBLEIGH: "At a reception this afternoon I exchanged ideas with the famous Professor Saduka."

Miss Keen: "That explains why I found the professor so tiresome."—*Boston Transcript*.

"MRS. GADDY says her husband is going to buy her a car."

"Then, if he consults the fitness of things, he will get her a runabout."—*Baltimore American*.

THE LAST WORD IN METAL CAPS!



Stock
sizes:
25—35
45—55
65 & 75
MILLI-
METRES
in
DIAMETER



Write for
free sample
and further
information
==
Its simpli-
city will
surprise
you



To open "press" center

To close "press" outer edge

THE "UPRESSIT" CAP is sure to revolutionize the cap industry. It will positively replace the present screw cap and other forced closures which are so difficult to remove and which leaves the mouth of the bottle or jar in such an unsanitary condition. It thoroughly protects the contents of the package and is easily removed.



U. S. Metal Cap & Seal Co.
107 W. 13th St., New York, N.Y.

THE "UPRESSIT" CAP costs less than good corks and gives much better results. The entire top of the bottle or jar is covered, keeping it sanitary and clean. It cannot become loose and work off as the cap hugs the "lip" and preserves its contents. It avoids those unclean pouring lips so common in substances of an oily or volatile nature.

"WELL, John, inasmuch as your grandmother died four times last year, I don't see how you'll manage to get to any of the ball-games this season."

"But, sir," said Johnny quietly, "haven't I told you that grandpa has married again, though it was much against the wishes of the family?"—*Philadelphia Bulletin*.

NORTHWESTERN UNIVERSITY SCHOOL OF PHARMACY ALUMNI BANQUET.—The annual banquet of the Alumni Association of Northwestern University School of Pharmacy was held Monday evening, April 17, at the Hotel Sherman. About one hundred and fifty members including a large number of the older alumni met to renew old friendships.

The Association this year recognized the long service of Professor Maurice A. Miner by making the occasion a celebration in his honor. C. M. Turnquist '96, president of the Association, was toastmaster. He called upon James W. Morrisson, of the Fuller-Morrisson Company, who responded to the toast "Distribution." Mr. Morrisson gave a very interesting and instructive address on the scientific management of the retail drug business. Dean John H. Long paid a very high tribute to Professor Miner and also to the late Professor Oldberg, who served as Dean of the school during the first twenty-five years of its existence. Dr. Harry Kahn '89, on behalf of the Association, presented to Professor Miner cards from a large number of the alumni and

announced that the Association had completed all arrangements to give Professor Miner a trip to California in the summer.

In the absence of President A. W. Harris, Professor Gault brought the greetings of the University to the Association and to Professor Miner. Paul W. Rosenberg, president of the senior class, pledged the loyalty and support of the class to the work of the school and Alumni Association.

SUNDAY-SCHOOL TEACHER (reading the story of Ananias and Sapphira): "And the young men arose, wound him up, and carried him out, and——"

Tommie (interrupting): "What was the use of winding him up when they couldn't set him going again?"—*Life*.

"SIR," said the beggar, "will youse give a pore old blind man er dime?"

"But," protested the citizen, "you can see out of one eye."

"Oh, well," rejoined the beggar, "make it a nickel then."—*Indianapolis Star*.

"WOULD you call Uncle Peter a stingy man?"

"Well, no; I'd merely say that he had all his generous impulses under perfect control."—*Boston Transcript*.

A SAFE AND PALATABLE LAXATIVE FOR CHILDREN

Mrs. Winslow's Soothing Syrup

ABSOLUTELY NON-NARCOTIC

DOES NOT CONTAIN OPIUM, MORPHINE, NOR ANY OF THEIR DERIVATIVES

FORMULA IS PLAINLY STATED ON EVERY BOTTLE.

MEETS THE REQUIREMENTS OF ALL FEDERAL, STATE AND MUNICIPAL FOOD AND DRUG LAWS. CAN BE SOLD THROUGHOUT THE WORLD.

Send for Some of our High-class Advertising Matter.

Anglo American Drug Co.

215-217 FULTON ST., - - - NEW YORK

MISTRESS: "Mary, don't let me catch you kissing the grocer's boy again."

Mary: "Lor', num, I don't mean to, but you do bob around so."—*Boston Transcript*.

HIS WIFE: "I see that a celebrated physician says that women require more sleep than men."

Rounder: "Does he? Then you'd better not wait up for me to-night, my dear."—*Boston Transcript*.

EVERY vacationist, every week-end tripper, and every excursionist is a logical prospect to whom to sell magazines. These people all enjoy light summer reading and will buy it from the store which displays their favorite periodicals.

Magazines practically sell themselves and the profits from their sale are liberal. If you want to increase your summer business this year, fill out and mail the coupon attached to the ad, elsewhere in this issue, of the American News Company, 9 to 15 Park Place, New York City. You will receive by return mail full particulars as to how to start a profit paying news department.

"HERE, waiter, this plate is damp!"

"That's your soup, sir. We are serving smaller portions during war time."—*London Mail*.

"MARRIED a cooking-school graduate, you say?"

"Yes, but he's no fool."

"No?"

"The first household utensil he bought was a can-opener."—*Birmingham Age-Herald*.

Do you know what your business now yields?

Do you know what it should yield?

Do you know how to make it yield what it should?

If you had this information at your finger tips, it would mean several hundred dollars a year in increased profits.

"The Druggist and His Profits," written by Harry B. Mason, editor of the BULLETIN OF PHARMACY, tells you how to get this information. By a simple system of records, easily kept, it is explained how the druggist may learn the exact facts about his expenses and profits, and then it is told how this information may be used to bolster up the earnings in every department of the store.

For \$1.00, E. G. Swift, P. O. Box 484, Detroit, Mich., will send you the book post-paid.

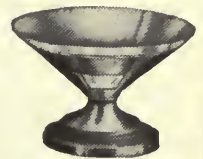
"It's hard to get a good cigar in this town."

"How's that?"

"They keep the streets so gol-durned wet."—*Tobacco*.

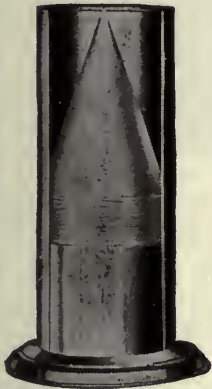


VORTEX SANITARY SERVICE



For
ICE CREAM SODAS, SUNDAES,
HOT and COLD DRINKS.

VORTEX PAPER CUPS are sealed without glue, are **tasteless, odorless, sanitary and attractive.**



No Glasses to Break
No Glasses to Wash
No Glasses to Dry

The
VORTEX
Individual
Service

No Sloppy Conditions
No Hot Water
No Extra Expense

Consisting of Metal Holders and Paper Inserts, which must be used one in connection with the other, is fully covered by patents.

Write your jobber and if he
won't supply you write us.

**THE VORTEX MFG. CO.,
CHICAGO.**



THE small daughter was industriously ironing her doll clothes when her mother entered. "It's wrong to work on Sunday. Have you forgotten the Lord sees you?"

"This isn't work. And if the Lord *does* see me, he knows perfectly well this iron is cold."—*Judge.*

CATALOGUE "D" shows in an interesting manner how hundreds of drug stores have increased sales and profits by installing "New Way" equipment.

Catalogue "D" is issued by the Grand Rapids Show Case Co., Grand Rapids, Mich.

A postal card addressed to the company will bring you the catalogue.

"You advertised as chauffeurette-maid?"

Applicant for Situation: "Yes, madame."

"What were your duties at your last place?"

"I drove and cleaned the cars single-handed."

"And as a maid?"

"I took down my lady at night and assembled her in the morning, madame."—*Punch.*

"SMYTHE is a live wire."

"He touched me this morning for ten dollars."

"With what result?"

"I was shocked."—*Baltimore American.*

ALKALI IKE is dead. He died with his boots on, as befitted a man of his brave and strenuous character. It happened in a little silver mining town in Nevada. Since his arrival, several weeks before, the residents had been on tenterhooks. No one knew what he would do next. His stunts were as varied as they sometimes were deadly—and life insurance was at a premium. The nerves of all of them being so strained, it was a dangerous and significant fact that they should all carry their guns where they were handiest.

Alkali Ike decided that as nothing new had been done in the town for 24 hours it was up to him. So he went to the Metropolitan hotel, and went up to a room on the second (top) floor. Going to the window he stuck his head out and shouted:

"Fire!"

And everybody did.—*Kansas City Star.*

CONSTANTLY-REPEATED advertising in newspapers and magazines has made Hanford's Balsam of Myrrh a popular household remedy.

Hanford's comes in three ready-selling sizes—25 cents, 50 cents and one dollar.

Your jobber or the C. G. Hanford Mfg. Co., Syracuse, N. Y., can supply you.

SHE: "Can you manage a typewriter?"

He: "Not the one I married."—*Boston Transcript.*

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, New York
BRANCH OFFICES:
Paris, France 42 Rue du Marche
London, England 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

"You used to tell me that I had the dearest little foot in the world," said she, poutingly.

"That was lovers' talk," said he; "but if you don't quit paying \$10 for boots, bless me if I don't believe I spoke the truth."—*Birmingham Age-Herald*.

THE use of attractive seals on the packages which you hand or deliver to your customers and on preparations of your own make lends a distinctiveness to your goods which makes good advertising.

Seals, however, are highly useful as well as ornamental and can often be used more conveniently and economically than any other means for closing packages. Ordinary gummed labels are not suitable for this purpose.

Herbert H. Jacobus & Son, Cedar Grove, N. J., make a specialty of seals and will design them to suit your purpose. Some stock designs are shown in an advertisement in this issue and prices are given.

BRITISH MATRON (to young man milking cow):
"How is it you're not at the front, young man?"

Milker: "'Cause there ain't no milk at that end, mum."—*Punch*.

"WHY do they call it strawberry shortcake?"

"I guess it is because one finds it usually short on strawberries."—*Baltimore American*.

FOR three successive nights Newpop had walked the floor with the baby. On the fourth night he became desperate and bought a bottle of soothing-sirup.

"Why, James," exclaimed his wife when she saw the bottle, "what did you buy that for? Don't you know it is very dangerous to give a child anything like that?"

"Don't worry," was her husband's reply. "I'm going to take it myself."—*Wisconsin State Journal*.

BECAUSE of the present high cost of dress materials and the inability to obtain goods of fast color many women are dyeing clothes which have done service before.

And for the purpose most of them are using Diamond Dyes.

If your present stock is not sufficient to meet the extra demand thus created, better reorder at once. Diamond Dyes are manufactured by the Wells & Richardson Company, Burlington, Vermont, and are sold by jobbers everywhere.

THE answers to correspondence editor was in a quandary.

"Here's a communication from a woman who wants to know how long it takes to do up a shirt," he said.

"That depends on the laundry," volunteered the sporting editor. "The one I patronize will do up a shirt in about three washings."—*Men's Wear*.

10,000 Prescription Blanks For Ten Doctors \$8.45

For this amount you can provide ten of your doctor friends with a thousand prescription blanks printed on fine bond paper, bound in pads of 100 with or without flaps to fit cases. Leather cases with doctor's name in gold 90c each. 50,000 blanks for fifty doctors, \$35.35.

Printing for druggists is our specialty. We would like to send you samples of our full line of Prescription Blanks, Drug Envelopes, Stationery, Delivery Envelopes, Remittance Blanks, etc., etc.

Write for Samples to-day.

THE STILLWATER PRINTING COMPANY, Inc.

DRUGGISTS' PRINTERS.

WARREN, PA.

PERHAPS the washerlady whose mystification over a suit of pajamas is recorded is a relative of her fellow craftswoman new to our family who delivered the wash one day and said: "Say, does yer old man play in a band—or where does he wear them striped uniforms?"—*Boston Herald.*

"For practically the same sum of money you must spend for the same number of flat lithographed labels you can get a McCourt Label Cabinet with a complete assortment of engraved roll labels."

The foregoing statement comes from the McCourt Label Cabinet Company, 47 Bennett Street, Bradford, Pa., and to prove it the company offers to send an illustrated catalogue which contains prices and descriptions of cabinets suited to the requirements of drug stores of all sizes.

To further acquaint druggists with the merits of McCourt labels the company will send 500 labels, printed in two colors with the druggist's name and enclosed in a cardboard case for convenient use, upon receipt of 15 cents.

"GET a spoon, Freddie. Mother has something for you."

"A big spoon or a little spoon?"

"What difference does it make?"

"Makes a heap of difference. Is it medicine you got or ice cream?"—*Kansas City Journal.*

"WHAT is the matter, John," asked the young wife with an anxious look, as hubby laboriously carved the bird. "Isn't the chicken all right?"

"Why, yes; I guess he is all right, dear," was the hesitating response. "But I fear he was a very great coward."

"A great coward?" returned the perplexed wife. "What do you mean?"

"Don't they say, Mary," smilingly replied the old man, "that the bravest are always the tenderest?"—*Boston Record.*

SAFE, sanitary, sure—Tanglefoot, the non-poisonous fly destroyer.

Jobbers everywhere carry Tanglefoot. Better order to-day if your supply is low.

A CHERTSEY pig-breeder has been granted total exemption. The pen, it seems, is still mightier than the sword.—*Punch.*

"WHERE is that barber who used to have the end chair?" asked the customer.

"We had to let him go," replied the boss. "He had too much talent."

"Whaddy ya mean—talent?" asked the customer.

"He got so he illustrated his stories with cuts when he was shaving people."—*The Shield.*

Over and above every other consideration quality is of paramount importance; and recognizing this fact we try to excel in the production of fine medicinal chemicals and invite every druggist to specify "N. Y. Q." when ordering from his jobber.

NEW YORK QUININE and CHEMICAL WORKS LIMITED
NEW YORK

"G. M. SICKLES, M.D., has leased from Mrs. Arnold the vacant lot adjoining his residence and will begin operations in the spring."—*From the Watkins (N. Y.) Review.*

It's a simple process to make solid and smooth suppositories with the No. 3 Whitall Tatum Company suppository machine. The ingredients do not have to be melted; all that is necessary to do is to thoroughly mix the mass, place it in the cylinder of the machine, and a few turns of the wheel will deliver suppositories formed by cold compression.

Each machine is supplied with a set of molds for making suppositories of three sizes—15 grain, 30 grain, and vaginal, and with six molds for making bougies or forming pill mass into rods. The price for the complete machine with nine molds is \$10.80.

Ask the Whitall Tatum Company, 410-416 Race Street, Philadelphia, to explain the machine in detail.

"Is a diplomat supposed to tell the truth?"

"Oh, yes. But he is often permitted to take his time about discovering it."—*Washington Star.*

"Does the landlady give you your meals on time?"

(Sadly): "Yes, but she won't trust me much longer."—*Judge.*

"WHAT'S the trouble, girlie?"

"Oh, Algernon, I'm afraid for you. Father threatens to kick you into the middle of next week."

"Well, my dear, if he insists, let him do it. But hold next Wednesday evening open for me."—*Louisville Courier-Journal.*

CHAS. J. STROWHOWER, city soda fountain salesman for the Smith, Kline & French Co., at Philadelphia, has just returned from a trip to the Walrus factory at Decatur, Illinois, where he went to familiarize himself with the many new features embodied in the 1916 line of Walrus Soda Fountains. The distribution of this product by the Smith, Kline & French Co. during the past few years has been very large and it is needless to say that they are anticipating a banner year during 1916.

"DID yez give yer woife anything on her birthday, Pat?"

"Oi did."

"Phwat did it cost yez?"

"Tin dollars or tin days."—*Boston Transcript.*

BUDDY had just gazed at the moon in its first quarter.

"It looks like what you cut off your finger-nail," he said.—*Detroit Free Press.*



**NO
ADVANCE
IN PRICES!**

You Have Many Calls for a Pure Culture of Bulgarian Bacilli

SUPPLY

GALACTENZYME

(ABBOTT)

DOING so, will make money for yourself and satisfy your customers—every one! This product is highly endorsed by the medical profession. It is widely advertised! Its popularity, therefore, its use, is increasing steadily.

NOTE THESE PRICES—Less 15 Per Cent

Galactenzyne Tablets (in bottles of 100) per dozen	-	-	-	-	\$7.50
In less than half-dozen quantities, each	-	-	-	-	.75
Also supplied in liquid form as Galactenzyne Bouillon.					
Per dozen boxes of 12 vials each	-	-	-	-	7.50
In less than half-dozen quantities, per box	-	-	-	-	.75

IMPORTANT.—Be prepared for the big DIGIPOTEN Campaign now being launched to the medical profession. This is an American-made, standardized digitalis product which is rapidly replacing all other similar preparations. You will have a large demand. Better stock now. Your jobber is supplied.

THE ABBOTT LABORATORIES

CHICAGO - NEW YORK

SEATTLE

SAN FRANCISCO

LOS ANGELES

TORONTO

BOMBAY

"I THOUGHT you had given up burnt-wood art, dearie."

"Ferdinand, how can you be so heartless? This is a pie."—*Kansas City Journal*.

"WAS his crime premeditated?"

"I don't think so. He thought it all out beforehand, you know."—*Life*.

JOHN W. SMART, general manager, and G. B. Miller, general sales manager, of the Michigan Drug Co., Detroit, recently visited the factories of the Walrus Mfg. Co., at Decatur, Illinois, to more fully acquaint themselves with the 1916 models of Walrus Soda Fountains, which product is very largely distributed by the Michigan Drug Co.

Another recent Detroit visitor to the plant was D. Goldman, senior member of Goldman Bros., who placed his order for a handsome genuine mahogany soda fountain outfit for a new drug store in Detroit.

PHARMACEUTICAL POEM.—(Not cubist verse, but built on the plan of a Heronic cyclic polygon):

There came a homely heroine, with a heron on her hat;
She took a shot of heroin—you can't approve of that—
She flung aside the deadly drug to let the hero in,
But the diacetyl morphia still sparkled on her chin.

—*Erie Review*.

"SEE the spider, my son, spinning its web," said the instructive parent to his small son. "Is it not wonderful? Do you reflect that no man could spin that web, no matter how hard he might try?"

"Well, what of it?" replied the up-to-date offspring. "Watch me spin this top. No spider can do that, no matter how hard he might try."—*Ladies' Home Journal*.

HIGH natural viscosity is of paramount importance in a mineral oil because true viscosity is the chief index of lubricating power.

Liquid Petrolatum (Squibb) is of exceptionally high natural viscosity. In addition, it has the very high specific gravity of 0.886 to 0.892 at 15° C. and is pure, colorless, odorless and tasteless.

Liquid Petrolatum (Squibb) is marketed in one-pint bottles under the Squibb label and guaranty. The price to the trade will be quoted upon request by E. R. Squibb & Sons, New York City.

At a picture-house the other day a picture was shown entitled:

"As God Made It."

Immediately following the projection of the title on the screen came the flash:

"Approved by the Board of Censors."—*Pall Mall Gazette*.

Are YOU Getting It?

It is made
on every glass
of
Sparkling
Wholesome
Thirst-quenching

CHERRY ALLEN

WRITE FOR
PARTICULARS
OF OUR

4 Big Offers

**Cherryallen Finished
Drink Dispenser**

Only \$55.00

This Finished Drink Dispenser, list price \$45.00
10 gallons Cherryallen - 18.00
1 dozen Cherryallen Glasses - .75
Advertising helps - .00

List price, \$63.75

Special Price for this offer \$55

**DISPENSER
IS YOURS—
and \$68 profit.**

Turn Lever to
left for Carbon-
ated water—
either coarse
or fine stream,
so you can
serve soda or
any solid drink
—to right for
Cherryallen.



**This Letter Tells the
Story.**

Rinard, Iowa, April 11, 1916.

The Allen Red Tame Cherry Co.,
Toledo, Ohio.

Gentlemen:

I am starting on the third season
with one of your Finished Drink Dis-
pensers, and am more than pleased with it.
It will do anything that a thousand dollar
fountain can do, and does it well. Then
the Cherryallen attachment is so handy
and always serves uniform drinks. I sell
more Cherryallen than all other drinks
combined. It has paid for itself a dozen
times and is as good to-day as the day I
received it, and I have not paid out one
cent for repairs. I cheerfully recom-
mend your dispenser to any one.

Yours very truly,
M. B. MITCHELL

**Don't Let That 4c Profit
Get Away From You**

**The Allen Red Tame
Cherry Co.**

106 2nd National Bank
Building
TOLEDO, OHIO.

STATEMENT OF THE OWNERSHIP, MANAGE- MENT, ETC., OF THE BULLETIN OF PHARMACY.

Published Monthly at Detroit, Michigan.

(Required by the Act of August 24, 1912.)

Editor, HARRY B. MASON.....Detroit, Mich.
Managing Editor, HARRY B. MASON.....Detroit, Mich.
Business Manager, HARRY SKILLMAN.....Detroit, Mich.
Publisher, E. G. SWIFT.....Detroit, Mich.

OWNERS: (If a corporation, give names and ad-
dresses of stockholders holding one per cent or more of
total amount of stock.)

Parke, Davis & Co., a Michigan corporation, own
the physical property: its stockholders holding one per
cent or more of the total amount of stock are

Bewick Company.....Detroit, Mich.
J. Elizabeth Buhl.....Detroit, Mich.
Willis E. Buhl.....Detroit, Mich.
Arthur H. Buhl.....Detroit, Mich.
Lawrence DeLong Buhl.....Detroit, Mich.
Charles L. Freer.....Detroit, Mich.
W. B. Kaufman.....New York City
Arthur McGraw.....Detroit, Mich.
Mrs. Katherine McGregor.....Detroit, Mich.
Frank G. Ryan.....Detroit, Mich.
Elizabeth Warren Sheldon.....Detroit, Mich.
Charles Stinchfield.....Detroit, Mich.
E. G. Swift.....Detroit, Mich.
Hervey E. Wetzel.....Boston, Mass.
David C. Whitney.....Detroit, Mich.
David C. Whitney, Trustee.....Detroit, Mich.

Known bondholders, mortgagees, and other security
holders, holding one per cent or more of total amount
of bonds, mortgages or other securities:

None.

HARRY SKILLMAN,
Business Manager.

Sworn to and subscribed before me this 3d day of
April, 1916.

GEO. E. RUEHLE,

Notary Public in and for County of Wayne, Mich.

(SEAL)

(My commission expires October 23, 1916.)

"WHY don't you go to work? There is plenty of
it to be had. I should think an able-bodied chap like
you would be ashamed to beg for a living."

"Mister, begging is no snap. I have to work eight
hours a day at it to get enough to live on."—*Detroit
Free Press.*

THERE'S an extra discount of 5 per cent on Ripans
Tabules when ordered in gross lots of the 5-cent size,
or in \$6 quantities, assorted. The trade price on the
5-cent size is 40 cents a dozen, on the 25-cent size, \$2.00
a dozen; and on the 60-cent family package, \$4.80 a
dozen.

Jobbers everywhere will allow the extra discount on
quantity orders for Ripans.

"How about the running expenses of motor cars?"

"They all depend on the kind you run over."—*Balti-
more American.*

"THE MULTIPLYING MEDICS."—Kenneth Macgowan, in *Collier's*, under the above title, gives us the following, says the *Western Medical Times*:

One little doctor
Looks you through and through,
Can't diagnose your case,
Then there are two.

Two little doctors,
Failing to agree,
Call a consultation,
Then there are three.

Three little doctors
Poke you o'er and o'er,
Send for a specialist,
Then there are four.

Four little doctors
Wonder you're alive,
Another brings a stomach pump,
Then there are five.

Five little doctors,
Trying fancy tricks,
Order in an alienist,
Then there are six.

Six little doctors,
Preparing you for heaven;
In comes a D.D.,
Then there are seven.

Seven little doctors
Decide to operate,
Call in a surgeon,
Then there are eight.

Eight little doctors
Think it's in your spine,
Ask for a neurologist,
Then there are nine.

Nine little doctors—
All of them are men—
Send for Mary Walker,
Then there are ten.

Ten little doctors,
Standing by your bed,
Come to a decision:
Find that you are dead.

LITTLE DAMAGE TO THE ABBOTT LABORATORIES.—A small fire with explosion of gases occurred April 21 on the top floor of one of the buildings of the Abbott Laboratories. Newspaper reports of the extent and character of this accident were grossly exaggerated. The damage was very small, consisting mainly of broken window-panes and cracking of temporary partitions. The plant and machinery were injured but slightly, and the entire force went to work the next morning as usual. The Abbott Laboratories have issued a statement positively denying the newspaper reports that this firm is or has been engaged in the manufacture of ammunition or explosives.

"Who is the lady with the jewels?"

"My wife."

"What a beautiful sunburst!"

"It followed a fearful storm."—*Kansas City Journal*.

"I THINK I'll start a magazine to be called Umbrage."

"Why that somewhat unusual name?"

"People are so apt to take it."—*Louisville Courier-Journal*.



The Emergency Sale

Sundays, holidays, early morning and late at night are the times when most men either lose or break their collar buttons—the time when all stores are closed except drug stores.

This patented display, holding one dozen Kremetz 14Kt Rolled Gold Plate Collar Buttons (retailing 25c each), displayed on your counter, will bring you many new customers. Kremetz Collar Buttons are extensively advertised and each button is sold under this guarantee—

**If damaged from ANY CAUSE
at ANY TIME any dealer any-
where is authorized to replace
it free.**

Your check for \$1.50 to any of the jobbers listed below or to us will bring this profit-winning display by return mail.

John B. Bond, Jr., 113 East Markham St., Little Rock, Ark.
C. J. Lincoln Co., 114 North Main St., Little Rock, Ark.
Mobile Drug Co., 5 South Water St., Mobile, Ala.
Van Antwerp Drug Corporation, 105 Dauphin St., Mobile, Ala.
Langley & Michaels Co., 50 First St., San Francisco, Cal.
The Churchill Drug Co., 307 First St., Cedar Rapids, Iowa.
C. E. Potts Drug Co., 117 North Santa Fe Ave., Wichita, Kans.

Robinson-Pettit Co., 522 West Main St., Louisville, Ky.
Rapides Drug Co., Third & Lee Sts., Alexandria, La.
Brewer & Co., Inc., 61 Pearce St., Fall River, Mass.
Faxon & Gallagher Drug Co., Kansas City, Mo.
McPike Drug Co., 7th & Central Sts., Kansas City, Mo.
Bruen, Ritchey & Co., 214 Fulton St., New York City.
Alfred Vogeler Drug Co., 217 East 6th St., Cincinnati, Ohio.
George A. Kelly Co., 102 Anderson St., Pittsburgh, Pa.
Murray Drug Co., 916 Gervais St., Columbia, S. C.
Greiner-Kelly Drug Co., 1108 Jackson St., Dallas, Texas.
Houston Drug Co., Caroline & Preston Sts., Houston, Texas.
Smith-Faus Drug Co., Salt Lake City, Utah.
Hartz & Bahnsen Co., 226 19th St., Rock Island, Ill.
Richardson Drug Co., Omaha, Nebraska.
Stewart & Holmes Drug Co., 207-211 Third Ave., South, Seattle, Wash.
C. D. Smith Drug Co., 313 S. Third St., St. Joseph, Mo.
Michigan Drug Co., Detroit, Mich.

Kremetz & Company,

49 Chestnut St.,

NEWARK, N. J.



Model 60 (smaller cabinets for small stores). This model with stock of 55 shop labels, 3 strip labels, and 1000 of three different size B labels, \$33.10.

A Place in Your Plans for a Drug Store of Your Own

IN the model drug store to-day you see no such back numbers as label drawers.

Would you make yours a model drug store of the modern type? Take practically the same sum you must spend for the same number of flat lithographed labels and get the McCourt Label Cabinet with complete assortment of engraved roll labels.

In ordering fixtures, be sure to specify a McCourt Label Cabinet. Most fixture firms now include this Cabinet as a part of their equipment for drug stores.

These Cabinets are sold with or without labels. Different sizes to suit different requirements.

Write to-day for

FREE McCourt Catalogue with Prices

and select the style and size suiting your requirements.

All Registered Druggists are invited to take advantage of our

Special Introductory 500 Labels for 15c.

printed in two colors with your firm name and enclosed in cardboard case for convenient use.

Our money-saving pill and powder box service for McCourt customers is another McCourt feature every Druggist should know about. Details on request.

McCourt Label Cabinet Co.

47 Bennett Street

BRADFORD, PA.

CORRECTING FAMILY SPEECH.—A Cleveland man who makes a practice of choosing his words with care, a practice which he has endeavored to instil into the family circle, made a memorandum of the misused words uttered by his son and daughter during a recent breakfast. Here is the result:

"Elegant," nineteen times.

"Awful," eleven times.

"Dandy," six times.

"Fierce," four times.

"Great," two times.

When the meal was over the head of the household called the family around him in the library, and gravely read the totals to them.

"Gee, that's fierce!" said the son.

"Isn't it awful?" said the daughter.—*Plain Dealer.*

Six leading magazines—*Vogue*, *The Delineator*, *The Designer*, *The Woman's Magazine*, *Harper's Bazaar*, and *The Red Book*—are carrying large advertisements of Tetlow's Pussywillow face powder. These ads are reaching two and a quarter million people monthly and are making a lively demand for the product.

Pussywillow face powder retails at the popular price



of 50 cents a package; its attractive appearance helps to create initial sales and its quality assures repeat customers.

On introductory orders there is a bonus of two packages with each dozen purchased and also a special sample deal. Any jobber, or the Henry Tetlow Company, Philadelphia, Pa., will quote trade prices and give complete particulars of the liberal profit proposition.

"I HATE her!"

"What has she done now?"

"She says she is just dying to have her sweetheart meet me."

"Why I should consider that a compliment!"

"Perhaps you might, but I don't consider myself so ugly as to be entirely harmless."—*Houston Post.*

EDITH: "Haven't you and Jack been engaged long enough to get married?"

Ethel: "Too long! He hasn't got a cent left."—*Boston Transcript.*

"Yes, there is a real idea back of everything he writes."

"Yes, all the way from one to two thousand years back."—*Life*.

EVERY reader of the BULLETIN OF PHARMACY knows that a good package enhances the value of its contents in the estimation of the purchaser. Candy in a paper bag can be just as good or better than that in a handsome box, but you well know which the public will prefer.

The same principle applies to anything else. Your prescriptions may be more carefully compounded than those of your competitor, but the public won't believe it unless you are equally careful about the kind of package you use.

The public naturally regards the pill box you use as your own estimation of the value of the pills and as an indication of the degree of pride which you take in your product. Of course, you know that the box has nothing to do with the quality of the contents, but you are not the one who is buying the goods. See the point?

If you have not given the attention to this matter which it deserves write to F. N. Burt Company, Ltd., Buffalo, N. Y., and ask for samples and catalogue of Burt's drug boxes. This company specializes in drug boxes and will gladly supply information which it will pay you to have.

"I HEAR that poor Blank died without the aid of a doctor."

"Yes, he managed it alone, poor chap."—*Boston Transcript*.

Do you know—what your business now yields—what it should yield—how to make it yield what it should?

Harry B. Mason's new book, "The Druggist and His Profits," will tell you how to find out these things. It explains how the druggist, by a system of easily-kept records, may learn the exact facts about his expenses and profits, and then it is told how this information may be used to bolster up the earnings in every department of the store.

Studying the book may help you to increase your yearly profits by several hundred dollars. You can get a copy by forwarding one dollar to E. G. Swift, P. O. Box 484, Detroit, Mich.

"WHY don't you have your wife examined by an alienist?"

"Rather have a good native American doctor any time."—*Baltimore American*.

BROWN: "Back to town again? I thought you were a farmer."

Green: "You made the same mistake I did."—*Judge*.

Line-of-Vision Cases

THESE small cases make sales because they get the goods up where your customers can see them—and because (an important point with articles like tooth brushes) they keep them in an *obviously* sanitary manner.



YESBERA
TOLEDO

THESE cases are surprisingly low priced, for they are made hundreds at a time, and from small pieces of glass which might otherwise be wasted. We make many special cases—for tooth brushes, hair brushes and combs, nail files, etc. You can afford to have all you need of them. Ask for our catalogue of Line-of-Vision Cases.



Use the Coupon

THE YESBERA MFG. CO.

Office 2278 Albion St.,

TOLEDO, OHIO.

COUPON

THE YESBERA MFG. CO.,
2278 Albion St., Toledo, Ohio:

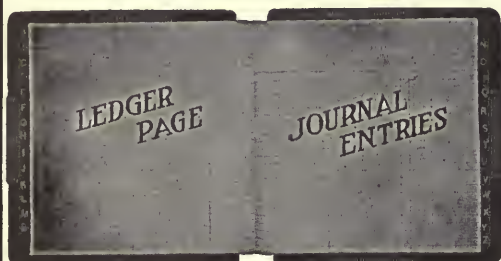
Kindly send us, without obligations, printed matter on the items checked.

- ☐ Aisle Tables
- ☐ Display Soda Tables
- ☐ Tooth Brush Cases
- ☐ Metal Furniture
- ☐ Show Cases
- ☐ Brush and Comb Cases

Name.....

Address.....

Combined Ledger- DUPLICATING Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

\$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

"MRS. FLUDDUB has left her husband."

"The poor thing! I must run right over and con-done with her."

"'S no use. She won't tell what for."—*Louisville Courier-Journal*.

IN AN article which appeared recently in a leading trade journal, a writer states as one of the reasons why it is impossible to always secure competent soda dispensers the fact that such dispensers object to the handling and washing of dirty glasses and dishes.

Fountain owners who have the Vortex sanitary service in operation have overcome this objection. Vortex paper cups are used only once and then thrown away. Where they are employed there are no glasses to wash or dry—or break. The fountain is free from sloppy conditions and operating expenses are reduced materially.

The Vortex service, for sodas and sundaes, consists of metal holders and paper inserts which are used one in connection with the other. The paper cups are sealed without glue and are tasteless, odorless, sanitary and attractive.

Ask your jobber or the Vortex Mfg. Co., Chicago, for prices and complete information.

"HAVE you been married for long?" asked the gabby party.

"No," responded his neighbor, "just life."—*Buffalo Express*.

SERGEANT: "There you go again, shooting too high. What's the matter with you?"

Raw Marksman: "Merely an oversight on my part, sergeant."—*Boston Transcript*.

TO HELP druggists sell more Stanolind Liquid Paraffin, the Standard Oil Company, 72 W. Adams Street, Chicago, will furnish, free of charge, display cards and empty cartons for window displays, information booklets and other dealer helps.

Stanolind Liquid Paraffin—indorsed by the American Medical Association—is a tasteless, odorless, colorless white mineral oil especially prepared for internal administration. It is put up in an attractive package and allows the druggist a good margin of profit.

A post-card mailed to the company will start the dealer helps on their way.

"JACK's father sent him money to hire a tutor."
"Well?"

"He hired a chauffeur—said that was the kind of tooter he needed."—*Baltimore American*.

"Do you suffer from the climate?"

"Yes. I know a man from California who refuses to talk about anything else."—*Washington Star*.

ONE of the new plays recently put on in London failed to draw well. "I suppose," said the author, "it's on account of the war."

"No," replied the manager; "I think it's on account of the piece."—*Boston Transcript*.

GRADUATING EXERCISES OF NORTHWESTERN UNIVERSITY SCHOOL OF PHARMACY.—The graduating exercises of Northwestern University School of Pharmacy were held Wednesday, April 19, in the Assembly Hall, Northwestern University Building, Chicago. The address to the graduating class was delivered by Prof. R. H. Gault of the Law School of the University. The degree of Graduate in Pharmacy was conferred on the following:

W. W. Berg, Kewanee, Ill.; F. M. Blake, Kewanee, Ill.; L. E. Bolton, Wyanet, Ill.; G. C. Bunn, Chicago; W. W. Connell, Owatonna, Minn.; W. L. Dickey, Iroquois, S. D.; H. P. Fawkes, Newcastle, Wyo.; K. M. Garver, Mansfield, Ill.; R. M. Hecht, Chicago; J. L. Hoak, Lanark, Ill.; H. J. Hocking, Waupaca, Wis.; C. L. Huffman, Pekin, Ill.; H. H. Humma, Metropolis, Ill.; O. C. Johnson, Terra Haute, Ind.; E. S. Kaplan, Owatonna, Minn.; A. A. Katz, Joliet, Ill.; A. F. Mallatt, Joliet, Ill.; W. D. Morrison, Chicago; B. H. Muncie, Terre Haute, Ind.; S. A. Rice, Sioux City, Iowa; P. W. Rosenberg, Rochelle, Ill.; A. T. Running, Viroqua, Wis.; G. C. Schiefelbein, New Lisbon, Wis.; J. D. Sprecher, Colorado Springs, Colo.; J. E. Sterling, Dixon, Ill.; W. T. Whittington, Marion, Ill., and Margaret E. Wyman, Belvidere, Ill.

Dean John H. Long presented the class, and the degrees were conferred by President A. W. Harris.

"SAY," asked the first messenger boy, "got any novels ter swap?"

"I got 'Snake-foot Dan's Revenge," replied the other. "Is it a long story?"

"Naw! Ye kin finish it easy in two messages."—*Philadelphia Press*.

ARE YOU ever stumped for a formula?

"Henley's Book of Formulas, Recipes, and Processes" will help you out. It contains over 10,000 selected chemical, pharmaceutical, technical and household recipes; it gives thousands of recipes for the manufacture of valuable articles for every-day use; it tells of thousands of ways of making money, including hundreds of so-called trade secrets known to almost every business.

The Retail Druggist, 58-60 West Lafayette, Detroit, Mich., will send this book and include with it a year's subscription to *The Retail Druggist*, a magazine for business druggists, upon receipt of \$3.50.

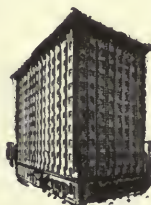
"If we lived in former times, my dear, this baby of ours could have filled an important public position."

"What kind of a position, my love?"

"Town crier."—*Baltimore American*.



DETROIT
1000 Rooms 1000 Baths



BUFFALO
450 Rooms 450 Baths



CLEVELAND
1000 Rooms 1000 Baths

For EVERY Guest

THE extra-good variety of hotel service which we've developed at Hotels Statler is for every guest, no matter how little or how much he spends.

Yes, it's for the non-tipper, too.

The patron of a hotel has just as much right to expect courtesy and a gracious, thoughtful service from employees as he has to expect his change.

He gets it every time at a Hotel Statler—or as nearly every time as humanly rendered service can make it.

A good bed in a clean, light, pleasant room; a private bath room; circulating ice water; a well-stocked writing desk; a morning paper before you wake; cheerful restaurants, serving good food; extra-comfortable lounging rooms—these things are but the background of that complete, courteous, interested service which we call Hotel Statler Service.

Your satisfaction guaranteed, whether you spend \$1.50 or \$20 a day.

Hotel Statler, St. Louis (650 rooms, 650 baths) now building. To be opened in Fall, 1917.

**HOTELS
STATLER**
BUFFALO - CLEVELAND - DETROIT

Rates from \$1⁵⁰ Per Day

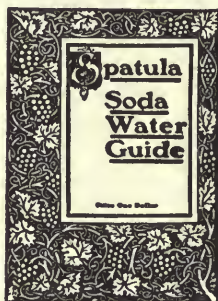




Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for subscribers of the *SPATULA*. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us \$1.00 (Foreign 5/6) for a new subscription to the *SPATULA* and will ask for it, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10 1/2 x 8, bound in an attractive cover. Post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9 1/2 x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with *THE SPATULA* 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with *THE SPATULA* 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for *Spatula Soda Girl* in colors on card-board, sample copy of *Spatula* and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

FOUR ADDITIONAL AWARDS MADE IN MAY.—The Circle A Cork contest for May closed with about 34 per cent more replies than the preceding month. Oscar Hallenberg of the Central Drug Store, Hallenberg & Wright, Fargo, N. D., was awarded first prize, 1000 Circle A Corks, for the following aphoristic entry:

"My best reason for using Circle A Corks is: They stop swearing behind the prescription case."

As was the case in April, so many of the May replies showed such exceptional merit, that the Armstrong Cork Company again felt obliged to make additional awards. Accordingly four extra bags of 500 Circle A Corks were given the following:

R. T. Bower of Detroit, Michigan, won the first extra award with this unique answer:

"My reason for using Circle A Corks is the same that Adam had for choosing Eve for a wife. They represent perfection—and there is nothing better in sight."

The entry of G. E. Brasington, of Maiden Rock, Wis., is characteristic of the practical business man:

"Aside from the satisfaction to the customer, Circle A Corks present true economy to the dealer by reason of having to use only one cork instead of two or three, as is the case with some inferior brands. Also, they give packages a uniform appearance."

James Flarity, with the Wussow Drug Company, Milwaukee, Wis., unlike most poets, has succeeded in clearly expressing a thought in verse of correct metre:

"O brothers all in Pharmacy,
If you would take a tip from me,
Use Circle A and Circle B—
The corks of supreme quality."

"They are the corks par excellence,
For prescription work they are immense—
They please your trade, cut down expense
And make your dollars have more cents."

Last but not least, V. A. North, of the Parker Drug Company, Ashborn, Ga., has stated a fact no doubt known to every pharmacist, but frequently overlooked and passed by as unimportant:

"In a liquid prescription, what has to stand the most usage?"

"The cork, of course."

"That is why I use Circle A Corks in all prescriptions, as they will stand the many drive-ins and twist-outs that come in the life of a prescription."

The Armstrong Cork Company announces that entries received after the 20th of the month will be held for consideration until the next month. Conditions of this contest will be found in the company's advertisement on another page of this issue.

"How does Crimson Gulch stand on the question of local option?"

"We got a little confused," replied Gopher Joe. "The boys voted fur at least three saloons to every block, but there ain't enough money on hand to carry out the will of the people."—*Washington Star*.

PATIENT: "Oh, doctor, I have a terribly tired feeling all the time!"

Physician: "Let me see your tongue, madame."—*Judge.*

"THEY'RE BUILDING BUSINESS" is the title of a large, elaborate portfolio in which is illustrated and described some of the recent and prominent installations of "Red Cross" soda fountains and opal onyx Humigars. The book is published by the Bishop-Babcock-Becker Co., Cleveland, Ohio.

This company has been adding to its big line of high-grade installations many unusually prominent ones recently, ranging in size from the world's largest soda fountain, 150 feet long, installed in The May Company's Department Store, Cleveland, to several exceptionally small but unique and attractive, especially designed fountains. An example of the latter type is the one just recently installed in the home of "Mary Gar-



den" chocolates, Crane's Confectionery Store, Cleveland, Ohio.

Among the score of prominent installations included in this portfolio are the 90-foot "Red Cross" fountain installed at the Isle of Palms, Charleston, S. C.; the large specially-built fountain of Skyros marble, with black and gold marble finish, in John Seybold's Confectionery, Miami, Florida; the big E. H. Cone fountain in Atlanta, Ga., and many others of equal business-building power. Also included in the book is the illustration of "The Alcove," a store in Milford, Iowa, where one merchant has made an investment of about \$6000 in fixtures, in a town of a population of 675. He has found that it pays to buy the best.

You can get a copy of this handsome portfolio by writing to the Bishop-Babcock-Becker Co., Cleveland, Ohio, and mentioning the BULLETIN.

THE LADY: "Don't you think that Muscovite onslaught is awful?"

The Gent: "I've never tried it; can you show me the steps?"—*Leland Stanford Chaparral.*



*A face powder
that will put
real profit into
your toilet goods
department.*

Pussywillow Face Powder

The price—50 cents a box—is one which will suit a big majority of your patrons. The quality cannot be improved, and is an assurance of repeat sales. The package is so handsome that it gets trade on sight.

Besides all this—Henry Tetlow Co., the manufacturers, are advertising Pussywillow in six leading magazines. These are The Delineator, The Designer, The Woman's Magazine, Harper's Bazaar, Vogue and the Red Book. Full pages in color started the campaign. Large space is being used every month. The combined circulation is over two million and a quarter.

On initial orders there is a special offer and sampling plan. Write us or ask your jobber.

Henry Tetlow Company,
Philadelphia, Pa.

MAY PRIZE WINNER



Circle
A
Cork
Contest

(A)

(A)

"My best reason for using Circle A Corks is: They stop swearing behind the prescription case."

Oscar Hallenberg,
Central Drug Store, Fargo, N. D.

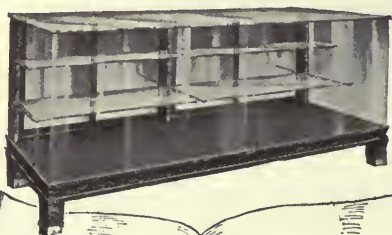
Each month until January 1917, to the pharmacist or any employee in a pharmacy who, in 50 words or less, submits the best reason for using Circle A Corks in prescriptions, we shall send free of charge, (express prepaid) a bag of 1000 Extra Long Circle A Corks in sizes from 2 to 6. The winning answer together with a picture of the contestant or the store (if furnished by him when requested) will be published each month in the various drug journals in which we advertise.

Contestants may submit as many answers as they desire and may compete each month. Only one bag of corks, however, will be awarded to a pharmacy. All answers to compete for the July prize must reach us before the 20th of June.

Armstrong Cork Company
113 Twenty-third St. Pittsburgh, Pa.

(A)

Pick Out Your Show Cases



Before you buy Show Cases study the question. Get a fund of information first.

OUR complete Manual on Show Cases and Modern Store Equipment will be sent any merchant free on request. Over 282 illustrations. Instructions complete for making your own estimates. Get it. Study it.

Send now for this
**Quincy Special
Catalog 22**

**Quincy Show Case Works
Quincy, Ill.**

PEERLESS BRAND

CORKS

**Manufactured expressly for the
Finest Prescription Trade.**

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

"FATHER OF LICORICE."—"The Father of Licorice," just an enterprising British merchant, when at home, many years ago penetrated to the dreary city of Mosul, a sun-scorched community on the Tigris opposite the mounds of storied Nineveh in southern Kurdistan, and astonished the natives of the town by a display of willingness to buy 'all the licorice roots that they could gather. The natives considered this herb, with its thick tangle of woody roots and its defiance of the farmer, only as a pest in their fields, and, so the Englishman's eccentric demand caused another scandal in the Near East about the folly of the Westerner." Thus begins a statement just given out by the National Geographic Society at Washington.

"At last, however, the natives hit upon a satisfactory explanation. They talked over the matter among themselves and decided that the English Sovereign liked to chew the sweet roots of their pestiferous weed and, therefore, had provided a contingent fund of many millions of dollars so that enough of it might always be on hand. With this simple discovery, the minds of the natives were set at rest, and they cheerfully aided the 'Father of Licorice' to spend all the money which he cared upon the licorice weed. Thus were established the foundations of a thriving trade with world-removed Mosul, transforming a despised product into a source of considerable income.

"Mosul's export of its sweet roots to the Western World has been rudely broken off by the war, and, mayhap, the natives are more hostile than before to the plant which, besides clogging their fields, they consider a favored weakness of the British King. At any rate, the battle lines have cut off the most important sources of supply of the children's candy-sugar, the ever-present ingredient in cough medicines, and the wonderful taste-making element in medicines of nauseating personality.

"A great part of the licorice supply lies to the east of the fighting lines, in Asia Minor, in Russia, and in Kurdistan. To a very limited extent, it is grown in Louisiana and California. Spain possesses the largest fields still accessible to the West, and it is grown in inconsiderable quantities, here and there, along Europe's Mediterranean coasts.

"The United States has regularly been an excellent customer in the world's licorice market. Thousands of pounds of licorice cough remedies are consumed in this country every winter and spring, while the American being notoriously fond of taking his medicine capsuled, sugared, or otherwise disguised, a great deal of the import is used for the improvement of the superficial character of medicine. Furthermore, licorice sugar is more used as a candy in this country than in any other. A great part of the American import was prepared in the south of Europe, and brought over in black rolls or sticks of licorice paste."

THE United States Pharmacopoeia requires that many chemicals comply with certain definite standards. Merck chemicals, U. S. P. quality, fulfil all requirements.

Merck chemicals, for prescription use, are sold by all jobbers.

WHAT WELFARE WORK MEANS.—Every large corporation nowadays conducts some sort of welfare work. It is in the mutual interest of both employer and employee, and is in the direction of human sympathy and human coöperation.

Parke, Davis & Company of this city is fortunate enough to have as the President of its Woman's Association Miss Mary T. Buckley, who, though a regular employee of the company, has made quite a study of welfare work and has visited several large industrial establishments in the East for the purpose of observing their methods. At the recent annual meeting of the Woman's Association, Miss Buckley delivered an address which was purely extemporaneous, but which had some things in it good enough to print. We quote in part:

Do you know how large corporations look upon welfare work? They look upon it in this light: they pay us good wages and they give us light, heat, sanitary conditions, attractive surroundings, and so on. They take care of the sick and they provide us with room and facilities for entertainment. That constitutes their part of the welfare work.

What constitutes our part? Suppose I put this question to a girl. She might say: "Give me good wages and I do not need any welfare work." That is very true, girls, but if welfare work were not successful no big corporation would be following it up to-day. It has become a necessity in these progressive times of ours. What does it consist of? Simply of kind acts and words to one another. Now suppose you know a girl whose position is not so good as yours, who is not so fortunate as to have a home that she can depend upon. What have you done for that girl? You might give her a pleasant smile, at least. I have seen a whole lot of girls who have not even done that, but I do not believe they realized it.

It is only within recent years that cheerfulness and willingness have been acknowledged as big factors in efficiency. Cheerfulness, girls, is what overcomes the friction that is natural in big institutions of this kind. But it is more than that—it is the sunshine of business, and we as employees are taking a big part in the business world. The rule of happiness is doing something for somebody—saying a word of cheer—doing a kindly act. This is really what constitutes all welfare work.

I was called over the 'phone the other day by one of our society women who is doing welfare work. She said to me: "What are Parke, Davis & Company girls doing in this line?" I told her that each and every girl was doing welfare work in her own way. Now that is saying a good deal. I am pretty sure that every girl is doing good in her own way, and she must keep it up continually. Try to have a smile all the time for your associates no matter how bad you feel. It pays. Make it a habit. This is welfare work.

We are indebted to the firm for a great many advantages it has given us. It has given us everything that we have asked for within reason; it has been very nice about it, and has extended its good wishes for everything we have attempted to do. Now what does it expect in return? It expects our coöperation, and by giving us its coöperation it considers that it is getting more efficient workers, better girls, more contented girls; and in that way we are all working toward some of the ends that we are continually striving to reach.

WHY not do your bit to help along the spirit of "Americanism" which is so evident at present by arranging a patriotic window display on July 4?

"Window Displays For Druggists" will show you how. The book illustrates and describes an easy-to-reproduce Fourth of July display which is sure to cause considerable favorable comment. Incidentally it will help boost sales on the merchandise featured—soda water, ice cream, and cigars.

In addition, the book contains engravings and descriptions of 114 other easily reproduced displays which have been successfully employed by retail druggists. All of them are prize windows selected from over a thousand sent in competition.

You can get the book, post-paid, by mailing one dollar to E. G. Swift, P. O. Box 484, Detroit, Mich.

Nowadays it is *Quality* That Counts.

No matter what article you buy, you want the best to be had. If you are not making use of

BURT'S DRUG BOXES

You are not securing the best in the drug box line, for it is fast becoming recognized that the Burt boxes are the standard of excellence, and the kind which most retail druggists demand.

Our line of drug boxes is carried by most all first-class wholesale and jobbing houses throughout the country. A complete line of the boxes commonly used by the drug trade can be had through them. We do not deal directly with retailers, but only through the jobbers. Insist on having the Burt boxes when you place your next order.

Samples or Catalogue Sent on Request.

F. N. BURT COMPANY, Ltd.

**Drug Box Specialists,
BUFFALO, N. Y.**



LICE!

Big, murderous head lice sucking the very life blood out of the young chick, or deadly body lice living on the roots of the feathers, will soon finish this little fellow.

No wonder practical poultrymen rely on

CONKEY'S

LICE FIX
LICE POWDER
LICE LIQUID
HEAD LICE OINTMENT

to bring their birds safely through the lice months of summer.

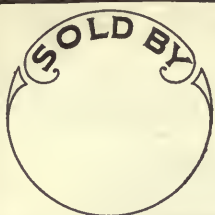
More poultry remedies are being sold every year as people learn more about how to make poultry raising pay, and if you sell them you'll boost your profits.

Get back of Conkey Poultry Remedies—the Quality First line. There is a special Conkey Remedy for every curable poultry disease, and back of each Conkey Remedy is the Conkey guarantee: "Your money back QUICK if any Conkey Remedy ever fails." You'll find it a pleasure to sell and recommend Conkey's Poultry Remedies.

Write your name and address on the margin and send in this ad and we'll be glad to give you full information on the Conkey line and how

WE CAN HELP YOU PUT MORE MONEY IN YOUR CASH DRAWER.

THE G. E. CONKEY CO., 5007 Conkey Bldg., Cleveland, O.



SEALS LIKE THESE Will help your business.

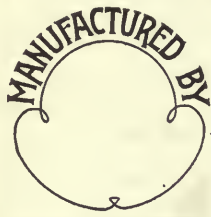
Put them on packages you sell and on the preparations you make. They are attractive and distinctive, making excellent advertising. Useful and convenient in sealing many packages. We design them to suit your business and the prices are low.

The seals shown here are carried in stock.

Prices: 1000, \$1.25; 5000, \$5.00.

WRITE FOR SAMPLES

HERBERT H. JACOBUS & SON
CEDAR GROVE, N. J.



POMPEIAN OLIVE OIL ALWAYS FRESH

DOCTORS recommend Pompeian—its merit has won the endorsement of hospitals all over the country—for Pompeian—finest quality olive oil—is *always fresh*.

¶ The enlightened purchasing public is now, at last, face to face with the fact that olive oil cannot remain sweet and pure indefinitely—as tinned vegetables. They realize that olive oil is a commodity that should be handled with the same care as dairy products.

¶ Fresh eggs, fresh butter, sweet milk—and Pompeian Olive Oil—the up-to-date housewife places them in the same category. For the Pompeian Company—proud of its product and solicitous for the welfare of its consumers—jealously protects the sweetness of Pompeian Olive Oil.

*Write for our book of selected salad recipes
mailed free to any address*

FULL MEASURE TINS

Gallons Half-Gallons

Quarts Pints Half-Pints

THE POMPEIAN COMPANY
GENOA, ITALY BALTIMORE, U. S. A.

THE STANDARD IMPORTED OLIVE OIL

UNIVERSITY OF ILLINOIS SCHOOL OF PHARMACY COMMENCEMENT.—The fifty-sixth commencement of the School of Pharmacy of the University of Illinois took place on Wednesday, April 26, at the New Central Music Hall, degrees or certificates being awarded to fifty-seven students.

The address to the graduating class was delivered by Frederick J. Wulling, dean of the College of Pharmacy of the University of Minnesota, and the degrees were conferred by David Kinley, vice-president of the University of Illinois. Frank William Graham was valedictorian.

Prizes were awarded as follows: Andrew Scherer prize, Leo Ayers; Herman Fry prize, Elmer Erickson; Wm. Gray prize, William Beckman; Pharmacy prize, Robie Rolland Weaver; Materia Medica and Pharmacognosy prize, Robert Lee Greenwood; Chemistry prize, Frank William Graham.

The degree of Graduate of Pharmacy was conferred on each of the following: Fannie Lillian Aaron, Chicago; William Beckman, Chatsworth, Ill.; Asher Holland Bogard, Wilmette, Ill.; Joseph C. Butts, Chicago; Robert Claus, Chicago; Dante Cortesi, Cairo, Egypt; Raymond James Crist, Chicago; Raymond Anderson Curlee, Chicago; Charles Elmer Davidson, Chicago; Everett William Dewey, Lake Mills, Wis.; William John Friedl, Chicago; Harry Gasen, Chicago; Frank William Graham, Carlinville, Ill.; Robert Lee Greenwood, Chicago; Walter John Kostka, Chicago; David Lofgren, Chicago; Benjamin Lewis, Chicago; Israel Mawrence, Chicago; Leonard Quartetti, Chicago; Robert Bruce Ritzman, Orangeville, Ill.; Ernest Christian Schultz, Chicago; James William Templeton, Rock Port, Mo.; Ralph Rickey Thoroman, Mt. Sterling, Ill.; Edwin Joseph Underriner, Effingham; Leland Vale, Chicago; Robie Rolland Weaver, Muncie, Ind.; Werner Fred Wilhelm, Chicago; Guy Vernon Whitney, Wenona, Ill.; Edward A. F. Borucki (Class of '15), Chicago; William Stuhlmann Bucke, '15, Chicago; Richard William Goltermann, '15, Forest Park, Ill.; Sylvester Henry Hajnacki, '15, Chicago; Robert Spangler Huston, '14, Carthage, Ill.; Oscar William Johnson, '15, Chicago; Edward Joseph Kral, '15, Chicago; Joseph Benjamin Kvasnicka, '15, Chicago; Francis A. Pankau, '14, Chicago; Edwin Robert Riemer, '15, Chicago; and Frank Joseph Vondrasek, '14, Chicago.

The following received certificates of having finished the course and will receive the degree when the required age and practical experience are obtained: Vincent Andzelczyk, Chicago; James Francis Bradley, Charleston, Ill.; Anna Belle Brummall, Salisbury, Mo.; William DuBroff, Bellevue, Ia.; Elmer Erickson, Chicago; Alan Wallace Jacks, Ottawa, Ill.; Cecil McCanse, Columbia, Mo.; Frank Marsicano, Melrose Park; Orazio Mazzei, Chicago; Reuben Ferdinand August Rylander, Joliet, Ill.; Jeanette Helen Sikucka, Chicago; Richard Van Kempema, Chicago; and John George Vlazny, Chicago.

Leo Ayers, Chicago; Charles Joseph Havranek, Chicago; Dennis Bernard Real, Moline, Ill.; Paul Ernest Weber, Herscher; and Harry Zeitmann, Chicago, received certificates as special students.

The reception and banquet tendered to the class of

1916 by the Alumni Association of the University of Illinois School of Pharmacy occurred on the evening of April 26, at the Congress Hotel. Claude E. Tilton acted as toastmaster. Toasts were responded to by Dr. David Kinley, vice-president of the University; W. L. Abbott, of the Board of Trustees; Leo L. Mrazek, of the Alumni Association; Professor Wm. B. Day of the faculty; Everett W. Dewey of the class of 1916; Dr. Frederick J. Wulling, of the University of Minnesota; Frank J. Butler and Frederick T. Provost, of the Illinois Board of Pharmacy; Mrs. Laura B. Evans, of the Board of Trustees; and Otto E. Bruder of the class of 1891.

BLINKS: "Did you have anything in your garden this spring?"

Jinks: "Oh, yes, several varieties."

Blinks: "What, for instance?"

Jenks: "Oh, Plymouth Rocks and Leghorns."—*Judge.*

NERVOUS COUNTRY GENTLEMAN (as taxi just misses an island): "Do drive carefully, please. I'm not accustomed to taxis."

Driver: "That's funny! I ain't used to 'em, either. As a matter o' fact I've only taken this on for a bet."—*Punch.*

EXCELLENT positions, with liberal salaries, are open all over the country to men who have sound education along pharmaceutical lines. Retailers, wholesalers and chemical and pharmaceutical manufacturers, are constantly on the lookout for qualified men to add to their pay rolls.

To fill these positions, however, requires special training, and, to the man who has neither the time nor the money to attend a pharmacy school, the correspondence course offered by the Practical Druggist Institute, 53 Gold Street, New York City, affords an excellent opportunity to acquire the necessary knowledge.

The course can be taken without giving up a present position as the entire work on it can be done in spare time. A sample lesson and full particulars will be sent, without expense, to any drug clerk who is desirous of qualifying for a better position.

TOMMY was writing a letter to his father when a visitor was brought into the room by his aunt.

In his haste to clear the table, Tommy upset the ink all over the brand-new plush tablecloth. Immediately he began to sob.

"Cheer up!" said the visitor kindly. "Remember, it's no use crying over spilt milk."

But Tommy replied amid his sobs:

"Course it ain't. But when you spill milk you've just got to call the cat, and she'll lick it up for you. But this ain't milk, and mother will do the licking."—*Tit Bits.*



This or these

They cost you the same but your profits are multiplied

Just stop paying high prices for prepared Milk of Magnesia and make your own with

Mattison's "Magma" Magnesia
(Calcined)

It's easy. To 480 grains of Mattison's "Magma" Magnesia (Calcined) add 15 fluid-ounces of pure water and you will have a pint of the best Milk of Magnesia you ever sold.

Here's the way to bigger Milk of Magnesia profits. Order a pound of Mattison's "Magma" Magnesia today. We'll ship through your jobber. Or send 10 cents for trial package—enough to make a pint. But start NOW.

Keasbey & Mattison Co., Ambler, Pa., U. S. A.



Publicity Pulls Patronage

Every day hundreds of people in the locality of your store are seeing PLUTO advertising; they're hearing about PLUTO WATER from their friends, and their physicians are recommending its use. Get busy! Link up with this publicity and see how easy it is to increase your patronage, and incidentally, your profits. Order a stock of PLUTO WATER, place our attractive display in your windows—and watch your sales take a jump.

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana

'FLUTED' SODA STRAWS

Dainty drinking tubes that reflect the refinement of your soda service.

They exactly resemble the natural rye straw, having the same fluted fibre and the same beautiful golden gloss.

Untouched by hand and sterilized by heat, "FLUTED" STRAWS are the acme of perfection in drinking tubes.

Sample box on request.

COE MANUFACTURING CO.

35 B. WARREN ST., NEW YORK.



ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.

NEW YORK

PARSON: "Do you, Liza, take Rastus for better or for worse?"

Bride: "Well, if Ah got to tell the truth, Pahson, Ah'm takin' him 'cause he's de fust man what eveh axed me."—*Boston Transcript*.

THE LADY: "Didn't I hear you quote Omar Khayyam just now?"

The Broker: "I think not. In fact, I don't think I ever heard of the stock."—*Boston Transcript*.

THE Philadelphia College of Pharmacy offers a two-year course in pharmacy leading to the degree of Graduate in Pharmacy (Ph.G.), and also a three-year course leading to the degree of Doctor of Pharmacy (Phar.D.), for those who wish more advanced instruction.

The courses of instruction at Philadelphia College are original and practical and the equipment is complete and modern. The faculty contains men of international reputation.

Prospective students and others who are interested in the college may secure a catalogue and full information by addressing Jacob S. Beetem, Registrar, 145 North Tenth Street, Philadelphia, Pa.

MR. POPP: "Here's a county out in Kansas where every ninth man has an automobile."

Johnny Popp: "Oh, Dad, is that what they mean by the submerged tenth?"—*Judge*.

"PROFESSOR JONES has no right to teach. He doesn't understand his subject and he can't explain—"

"He gave me a low mark, too."—*Yale Record*.

OVER \$29,000,000 in profits were cleared during 1915 by soda fountain owners from the sale of Coca Cola. Approximately 975,000,000 glasses of the beverage were disposed of. During the same period, however, a dozen or more manufacturers of imitation products went to the wall because their drinks hadn't sold.

Isn't that a pretty good indication that the public want only the genuine Coca Cola and that druggists are helping to discourage the substitution fraud by refusing to handle imitations?

Coca Cola is constantly being brought to the attention of soda fountain patrons. More than a million dollars goes into Coca Cola advertising this year.

A MINISTER came to the Episcopal church, at Williamsport, Pa., to speak.

"Do you wish to wear a surplice?" asked the rector. "Surplice!" cried the visitor. "Surplice! I am a Methodist. What do I know about surplices? All I know about is a deficit!"—*New York Evening Post*.

"How did Jack come to break with Miss Sweetleigh? He used to say that she was as good as gold."

"Yes, but you see he's got acquainted with a girl who has gold."—*Boston Transcript*.

PAT: "I hear you and the boys struck for shorter hours. Did you get 'em?"

Mike: "Sure. We're not working at all now."—*Columbia Jester*.

SELLING MADE EASY.—By taking advantage of the special concession plan devised by the AutoStrop Safety Razor Company you can materially increase your razor and shaving supplies trade.

Under the plan you are authorized to lend a \$5.00 AutoStrop safety razor on 30 days' "approval" with agreement that at the end of 30 days the customer may either return the razor or make payment of \$5.00 and close the transaction without further obligation. The customer pays nothing—he deposits nothing. He agrees only to return the razor at the end of thirty days if he doesn't like it, or pay you the regular price if he does.

If for any good reason you are not able to collect the \$5.00, or if you cannot get the razor back again, you merely send a report to that effect and the AutoStrop Company will replace the razor without argument or question of any kind. You don't have to vouch for the honesty of the customer; all that is required is that you exercise reasonable care in making the offer.

To acquaint the public with this exceptional trial offer the company uses full-page ads—costing \$5,000 each—in the *Saturday Evening Post*. In addition dealers are supplied with circulars, post-cards and other helps for bringing the proposition to the attention of self-shavers.

On orders for at least three different styles of the \$5.00 razors a handsome mahogany-finish plate-glass show-case is given free. The case is decidedly ornamental and helps promote the sale of the razors by affording attractive show.

As a still further means to induce sales the company offers dealers and their clerks (provided the proprietor's consent is gained) their choice of a number of valuable gifts in recognition of their friendly service in selling AutoStrop safety razors.

Particulars of the special concession plan for creating razor sales and also of the gift plan will be mailed, upon request, by the AutoStrop Safety Razor Company, 345 Fifth Avenue, New York.

Right now is a good time to find out the details—you will then be able to cash in on sales made to the many vacationists who are going where there are no barber shops or who do not care to entrust their faces to barbers of unknown ability.

SERVANT: "I can't get this 'ere tail-light to burn, sir."

Country Doctor: "Oh, never mind. We're only going home, and I've got the constable safe in bed with lumbago."—*Punch*.

If some one got up a powder for healing, dusting and antiseptic purposes and wrote the hospitals of New York State for permission to send samples, if 37 replied and 29 ordered after trying the samples—you'd say that the powder must have exceptional merits. That is what happened the first time we went out to the hospitals in New York State with

ANTISEPTIC RECREO POWDER

SEND FOR A SAMPLE

To-day many of these hospitals are steady customers. RECREO is not a talcum-powder, but it takes the place of it—not as a substitute—but as an improvement, for it is a compound of Stearate of Zinc with Balsam Peru and Boric Acid. Think of the selling possibilities of such a preparation, as a Baby-Powder, for Bed-sores, and numerous other cases. Consider also that RECREO is sold in Drug Stores only, never in Department Stores, and that the retailer's profit on RECREO is exceptionally high, and if these points appeal to you, write us to-day and let us tell you more about it.

RECREO MANUFACTURING CO., UTICA, N. Y.

(Made in U. S. A.)



LOVE'S FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

**IN 5-POUND BOTTLES
12 Bottles to the Case**

Advertising Matter Included.

F. S. Love Manufacturing Co.
Confectioners,
JOHNSTOWN, PA.

Trained Opticians Needed

THERE is yet an important field that is not overcrowded. Proprietors need help because their assistants are branching out for themselves. You can earn big money Fitting Eyeglasses. The various States require that you take a course in a recognized school before you are permitted to actually Fit Glasses. If you will drop a postal to George W. McFatrigh, M.D., President Northern Illinois College, 159 N. State Street, Chicago, he will tell you how. Attendance and Correspondence Courses.

"Wherever there is a case of enfeebled digestion, there is a case for Benger's Food."

BENGER'S
Reg. U.S. Pat. Off.
Food.

*For Infants, Invalids,
and Aged Persons,
and all whose digestive functions
have become weakened by accident,
pain or illness.*

☐ Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.

*Druggists' sample, with literature
mailed free. Showcards and advertising
material on application to*

BENGER'S FOOD Ltd., 92, William St., NEW YORK.

(Headquarters—MANCHESTER, ENGLAND)

Distributing Agents: **E. FOUGERA & CO.,**
90, Beekman Street, NEW YORK.

87 U.S.

"SOMETIMES," confided Mrs. Longwed to her intimate friend, "I think my husband is the patientest, gentlest, best-natured soul that ever lived, and sometimes I think it's just laziness."—*Christian Register.*

"ARE you Hungary?"

"Yes, Siam."

"Well, come along; I'll Fiji."—*National Geographic Magazine.*

A TIP!—Here's a sales-increasing tip that is making money for druggists all over the country:

Display Mennen's Shaving Cream on your cigar counter—the man's department. It's a man's article and should not be kept among toilet articles and other things appealing to women, where men seldom go.

Educating users of mug soap to use shaving cream will assist you in making a dollar customer out of a former dime spender. The average man uses only two cakes of 5-cent shaving soap in a year. The same man will average four tubes of Mennen's Shaving Cream in twelve months' time and will net you the profit on a dollar instead of that on a dime. You will gain by increased sales and the customer will be better satisfied because of the superior shave which he can get with the cream.

A liberal advertising appropriation is being used to call Mennen's Cream to the attention of shavers and make it easier for the druggist to sell the product. Your jobber can supply you. If you want to try the cream before displaying it to your customers the Shaving Cream Department of the House of Mennen, Newark, New Jersey, will send you a medium size tube, together with a trial can of Mennen's Talcum for Men, upon receipt of ten cents in stamps or coins.

"THE trapeze performer who missed his hold and came down performed a paradoxical action."

"What was it?"

"Though he landed on his head, at the same time he fell down on his feet."—*Baltimore American.*

POND'S EXTRACT COMPANY'S "Vanishing Cream" is one of the big summer sellers. It is particularly in demand by those whose tender skins have been subjected to unaccustomed exposure to the sun.

You can supply the demand, and make a net profit of 75 per cent, by taking advantage of the free deals offered by Lamont, Corliss & Company, 131 Hudson Street, New York City. Address "Dept. S" for particulars.

"WHAT profession do you think your boy Josh will choose?"

"Law," replied Farmer Corntossel. "Josh kin talk louder an' longer when he's got the wrong side of an argument than anybody I ever heard."—*Washington Star.*

"HE who gives quickly gives twice."

"Yes, mainly because he's always called upon to give again later."—*Judge*.

"WHAT are your political sentiments?"

"I don't know for sure," replied Senator Sorghum.

"Out where I come from they don't let you have sentiment in politics."—*Washington Star*.

ANSCO COMPANY ISSUES HANDSOME CATALOGUE.—In points of illustrative and typographical excellence the 1916 Amateur Catalogue issued by the Ansco Company, of Binghamton, N. Y., is particularly attractive. The cover design typifies the joyous recollections and pleasant memories that photography awakens, the frontispiece well illustrates the theme of the introduction—that pictures and the history of mankind are inseparable—and the thumb-nail cuts on nearly every page suggest the pleasure an Ansco affords in taking travel pictures on a trip around the world.

The book describes the comprehensive line of Ansco Cameras, comprising fifty-eight different styles and models, Ansco Speedex films and film packs, Cyko paper in all the amateur grades, Ansco chemicals, and various sundries of interest to camera enthusiasts everywhere.

Some brand-new camera models which have been added to the Ansco line are also illustrated in the catalogue; namely, the Ansco Junior series and the Ansco V-P No. 0 in two styles. The former fall in line between the Folding Buster Brown and the Folding Ansco series and possess many novelties of structure. The Junior cameras are all equipped with the new Ansco self-leveling view-finder. The Ansco V-P No. 0 with focusing jacket has the distinction of being the only camera in the world taking $1\frac{1}{4}$ by $2\frac{1}{2}$ pictures which has a device for focusing, thus enabling the user to take full advantage of its high-grade anastigmat lens. Other new Ansco products described in this year's book are the Ansco film pack adapter and enlarging Cyko contrast paper, supplementing the popular regular enlarging Cyko.

The catalogue is replete with full description and price information; chapters are devoted to Ansco lenses, shutter equipment, and the exclusive structural features of the Ansco.

BULLETIN readers may secure a copy of this interesting book by addressing the Ansco Company, 2-4 Henry Street, Binghamton, N. Y.

JACK: "How did you come to get interested in that novel you are reading?"

Marie: "I liked the way it ended."—*Boston Transcript*.

SHE: "So you are engaged to Miss Baggs. I'm sure I can't see anything attractive about that woman."

He: "Neither can I see it; but it's in the bank, all right."—*Boston Transcript*.

THE LINE OF LEAST RESISTANCE



STONE'S SEAMLESS STRAWS

Perfect Straws
Perfectly Packed

The Stone Straw Company

Sole Makers
Washington, D. C.

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL
POINT IN MODERN
MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.

SAGINAW, MICH.

THE EMERSON PNEUMATIC HAIR BRUSH

A GOOD
MONEY
MAKER
FOR
YOU



Cools the Head
Light and Durable
Absolutely Sanitary
Creates a Healthy Scalp
Recommended by Physicians

Sold by Leading Jobbers throughout
the United States. Send for Samples
and Price Lists.

H. P. EMERSON & CO.,

33 Kingston St.,

BOSTON, MASS.

EASY TO SELL

Because it is a reliable,
quick-acting Laxative
that is pleasant to take
and has no bad after
effects.

EX-LAX

The Sweet Chocolate Laxative

has become a self-selling
staple that makes satis-
fied customers and allows
the Druggist a handsome
profit.

EX-LAX MANUFACTURING COMPANY

29-31 DeKalb Avenue

Brooklyn, N. Y.

CHICAGO OFFICE:
208 N. 5th Ave.

SAN FRANCISCO OFFICE:
1119 Fillmore Street.

POET: "I seek a phrase that shall express the joy
of life in two words. Can you suggest anything?"

Unfeeling Friend: "Received payment."—*Judge*.

"SHE says her husband can't even keep her in pin
money!"

"I know, but she buys diamond pins."—*Judge*.

IT PAYS TO PUSH PLUTO.—Not only is the margin
of profit liberal, but the dealer has the hearty co-opera-
tion of the proprietors of Pluto Water in bringing the
purchasing public to his store. With this end in view,
Pluto is now appearing on bill boards in all the leading
cities of the country. An extensive advertising cam-
paign is now under way in the newspapers of Boston,
New York, Minneapolis, St. Paul, Philadelphia, Pitts-
burgh, Cincinnati, St. Louis, Milwaukee, Cleveland and
many other places.

In addition to this it should be remembered that
Pluto Water is being sampled and detailed by corre-
spondence to every physician in the United States.
Souvenirs and novelties are being distributed by the
million and every effort made to acquaint the public
with the merits of the product.

Link up with Pluto publicity and see how easy it is
to increase your patronage, for those who come to buy
Pluto Water will buy other goods. Write to-day to the
French Lick Springs Hotel Company, at French Lick,
Indiana, for details of the company's attractive sales
plan, window displays, etc.

MARIE: "But my dear, are you sure he is not con-
sidering your money in proposing to you?"

Edith: "Quite sure! He said only last night he
never thought of that; he simply knew I had it and
that was all he cared."—*Boston Transcript*.

HERE'S an easy and economical way to make milk of
magnesia: To 480 grains of Mattison's "Magma" mag-
nesia (calcined) add 15 fluidounces of pure water.

The Keasby & Mattison Co., Ambler, Pa., claims the
product made in this manner is equal to any prepared
milk of magnesia on the market, while the cost is less
than one-fourth of that charged for the ready-made
product.

To prove its statement the company offers to send a
trial package (enough for one pint) upon receipt of ten
cents. If preferred, Mattison's "Magma" Magnesia
may be secured from jobbers in pound packages.

WILLIE: "Pa says he wishes you'd make haste and
propose to sister."

Young Man (delightedly): "Then he is willing to
let her marry me?"

Willie: "'Taint that. He says you're not likely to
keep comin' here after sis hands you the mitten."—
Boston Transcript.

"The time, the place, and the girl are seldom found together."

"True. The girl is usually half an hour late."—*Louisville Courier-Journal.*

"I KNOW you don't believe in gambling, and I play cards and bet on the races, but I can prove my moral superiority in so doing."

"Then prove it."

"You are a good man—I don't deny it. But I am a better."—*Baltimore American.*

CAMERAS AND THE DRUG-STORE WINDOW.—Obviously the object of a window display is not only to attract attention to the goods in the window but also to draw people into the store.

Featuring an advertised line accomplishes this double purpose to the best advantage. The manufacturer's advertisements in the magazines create a desire to see the goods, and, when the reader sees the goods attractively displayed in the window, he comes into the store to get a closer look.

Prominent among nationally-advertised goods which particularly lend themselves to window displays are cameras and supplies. A camera window display will draw people into a store who would never come in otherwise, and these people not only buy cameras, film paper and supplies, but they are quite often ready buyers of other goods which may be on display.

The Seneca Camera Manufacturing Company, of Rochester, N. Y., makers of Seneca cameras, has a unique window display which is furnished free to dealers. This window display is so designed that nothing is needed except what is furnished in the \$50 camera assortment with which the Seneca Company starts new agencies. Because Seneca cameras are nationally advertised and because of the numerous splendid trade helps furnished, many druggists are finding Seneca agencies decidedly profitable investments.

A letter to the company, mentioning the BULLETIN OF PHARMACY, will bring full particulars of the special agency proposition.

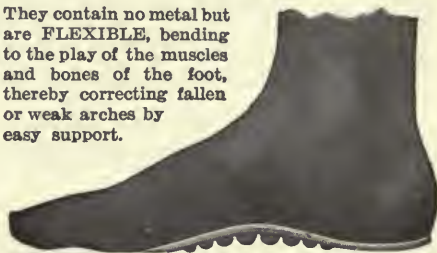
THE following communication was received by a Dallas, Tex., railroad manager:

"Gentlemen: Is it absolutely necessary in the discharge of his duty, day and night, that the engineer of your yard engine should make it ding and dong and fizz and spit and clang and bang and buzz and hiss and bellow and wail and pant and rant and yowl and howl and grate and grind and puff and bump and click and clang and chug and moan and hoot and toot and crash and grunt and gasp and groan and whistle and wheeze and squawk and blow and jar and jerk and rasp and jingle and twang and clack and rumble and jangle and ring and clatter and yelp and croak and howl and hum and boom and clash and jolt and jostle and slam and scrape and throb and crink and jangle and quiver and rumble and roar and smell and shriek like—"—*Boston Globe.*

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

DISTILLED WATER

AT

2c Per Gallon

Guaranteed By

STOKES

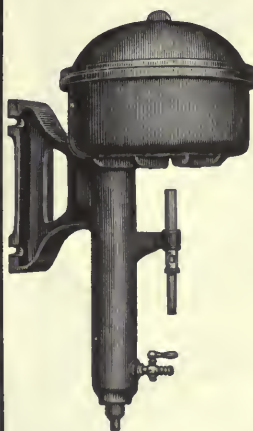
AUTOMATIC

WATER STILLS

Price Only \$18.

F.J.Stokes Machine Co.

PHILADELPHIA, PA.



Whitney Glass Works

ESTABLISHED 1778.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles

Narrow and Wide Mouth

by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York

Philadelphia

Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY



CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.

Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF

Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.

New York Office,
290 Broadway



NYLD: "Muchwed has a new runabout."

Higbee: "I thought he swore he never would marry again."—*Vanity Fair*.

"If a man has the price he can get anything he wants and the way he wants it."

"Don't know about that. There's the medium soft-boiled egg."—*Browning's Magazine*.

THE Krementz is the aristocrat of collar buttons and that is why it makes a suitable drug store specialty.

Krementz & Company has given to the collar button the importance which is its due. Instead of making cheap and inferior buttons which would not be worthy of a name, this company makes 14K rolled gold plate buttons which retail at twenty-five cents each and which not only bear the name Krementz but are backed by one of the most remarkable guarantees.

This guarantee is that if a Krementz collar button is damaged from *any* cause at *any* time any dealer anywhere is authorized to replace it free. Krementz buttons and the guarantee are advertised extensively in leading publications reaching men.

An attractive display stand holding one dozen buttons is shown in an advertisement in this issue. All you need to do is to place it on your cigar counter; it speaks for itself. The cost of the assortment is \$1.50 and it sells for \$3.00.

If your jobber's name appears in the advertisement, send him your order; if not, write Krementz & Company, 49 Chestnut Street, Newark, N. J.

"SIR, I understand you said I had a face that would stop a street-car in the middle of the block," said an angry woman.

"Yes, that's what I said," calmly answered the mere man. "It takes an unusually handsome face to induce a motorman to make a stop like that."—*Burt's Box Bulletin*.

IS BUSINESS that should be yours going to catalogue houses, soap clubs, city department stores or local competitors?

If it is, you will be interested in the business-building plan developed by the Brenard Manufacturing Company, of Iowa City, Iowa. This plan has been in successful operation for fifteen years and has helped retail druggists to secure bigger and better business, overcome competition, collect outstanding accounts, and dispose of odds and ends at full retail price.

An inquiry, written on your letterhead, will bring full particulars without placing you under any obligation.

"THAT man irritates me!"

"Why?"

"He knows so much that isn't so—and he can prove all his statements."—*Judge*.

"HAVE you a stove-lifter I could borrow?" asked the woman who had just moved in.

"I'm sorry to say I haven't, but my husband is a piano mover," suggested the woman next door.—*Judge*.

CAPITAL STOCK, coöperative fire insurance that is prepared to meet any emergency, that gives you protection of the highest reliability and at the same time makes you a saving of 25 per cent in premium cost— isn't that what you want?

To find out about that kind of insurance write to the American Druggists' Fire Insurance Co., 1004-1005 Mercantile Library Bldg., Cincinnati, Ohio. A postal card will bring the company's proposition to you.

CLERGYMAN: "Do you mean to say that your wife goes to church every Sunday without you?"

Husband: "Yes, but it isn't my fault. I can't persuade her to stay home."—*Boston Transcript*.

DETROIT A. PH. A. BRANCH ELECTS OFFICERS.—At the final meeting of the Detroit Branch of the American Pharmaceutical Association for the season of 1915-16, held on the evening of May 19, officers for the ensuing year were elected as follows: Frederick F. Ingram, Jr., president; Professor J. O. Schlotterbeck, vice-president; Oscar W. Gorenflo, secretary; Chas. F. Mann, treasurer; and Walter M. Chase, chairman of the programme committee.

Preceding the election of officers a dinner was served which was attended by one of the largest crowds of the season. The evening's programme was devoted to the subject of "Soda Fountains." E. A. Patton, Detroit representative of the Liquid Carbonic Company, spoke on the care of soda fountains and laid particular stress on the need for absolute cleanliness about the fountain. He said that properly caring for a fountain and looking after its cleanliness constantly would add years to the life of the outfit. M. E. Keyes, of the Detroit Creamery Company, also impressed upon the members the necessity of a sanitary fountain, particularly when it came to handling ice cream. He said that poorly-stored or improperly cared-for cream would deteriorate rapidly and drive away trade.

Meetings of the Detroit Branch will be discontinued during the summer months, but will be taken up again in September.

FIRST REPORTER: "Senator Bullyun must have been a bright baby."

Second Reporter: "Why do you think so?"

First Reporter: "He told me in an interview that he began life as a school-teacher."—*Indianapolis Star*.

SHE (coyly): "What would you do if you got a leap-year proposal?"

He (gallantly): "If it were yours, I'd jump at it."—*Baltimore American*.

NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

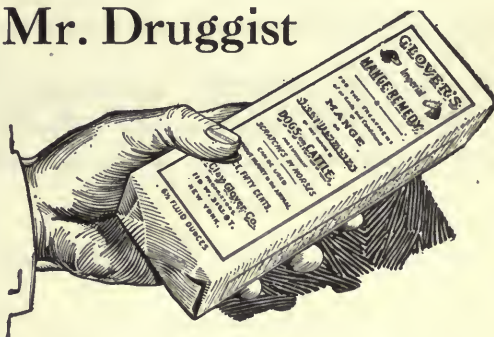
Order from your jobber to-day.

Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

Mr. Druggist



Here is the leader
of hair tonics and renewers

Glover's Mange Remedy

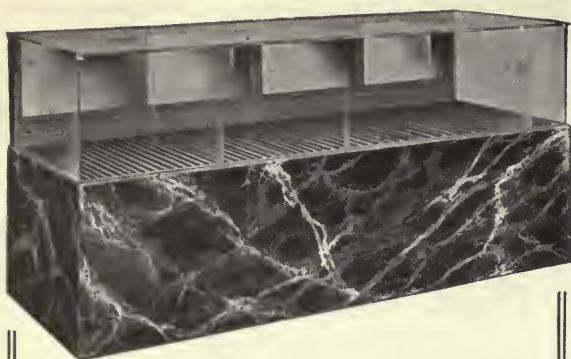
A business success of over 35 years is
behind this remedy.

Advertising matter bearing imprint and display
cards supplied gratis to druggists.

H. Clay Glover Company

118 West 31st Street

New York City



Increasing Sales and Profits.

NEW WAY store equipment is overcoming the problems—and *increasing sales and profits* for hundreds of modern drug stores—and it will do the same for you.

The line is completely and interestingly covered in our new catalogue "D"—which is now ready. Send for *your* copy to-day.

GRAND RAPIDS SHOW CASE CO.

Largest Manufacturers of Store Furniture in the World.

GRAND RAPIDS, MICHIGAN.

Branch Factory: LUTKE MFG. CO., Portland, Ore.

OFFICES AND SHOW ROOMS:

NEW YORK, 724 Broadway.	CHICAGO, 316-18 W. Jackson Blvd.	ST. PAUL, 315 Jackson St.
ST. LOUIS, 1134 Washington Ave.	PITTSBURGH, 923 Penn Ave.	DALLAS, 409 Scollard Bldg.
BOSTON, Room 305 Harvey Building, Corner Chauncey and Bedford Sts. Boston, Mass.		

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

TOM: "When you proposed to her I suppose she said, 'This is so sudden!'"

DICK: "No; she was honest and said, 'This suspense has been terrible.'"—*Boston Transcript*.

"I'd like to know when you worship me, as you say."

"I suppose, dear, it is in my idol moments."—*Baltimore American*.

THE demand for trained opticians is far in excess of the supply. Proprietors of glass-fitting establishments need more help because their assistants are branching out for themselves. The field is an important one and it is not yet overcrowded.

In order to actually fit glasses, however, most States require a candidate to take a course in a recognized college.

Among the colleges offering adequate training in the profession is the Northern Illinois College, of Chicago. A postal card addressed to George W. McFatrach, M.D., president, 159 N. State Street, will bring full particulars of the attendance and correspondence courses which are given by the college.

MRS. JIGGS: "Only fools are positive."

Jiggs: "Are you sure, dear?"

Mrs. J.: "I'm positive of it."—*Buffalo Express*.

"OLD MILLYUNS says that since he made his pile of money he feels like a neutral nation."

"Why is that?"

"Because he has so many diplomatic relations."—*Judge*.

PREPARING to go up against the State Board? If so, you will find "Board Questions Answered" of great assistance.

It contains the complete sets of examination papers used by ten different boards of pharmacy, together with comprehensive answers to the various questions. The book is not a quiz-compend, but is intended rather for the use of graduates of pharmacy colleges and unregistered men generally who desire to review their knowledge preparatory to taking the Board examination.

It serves to refresh the memory of students who have taken an adequate course in pharmacy and to give them an idea of the type and character of questions asked by the different board examiners.

"Board Questions Answered" sells for \$1.50 post-paid and can be obtained from E. G. Swift, P. O. Box 484, Detroit, Mich.

THE latest issue of *Life* contains this problem: This house has thirty-six windows. How can it be fully protected from flies by five screens?"

That's a cinch to answer. Don't open the other thirty-one windows.—*Detroit Free Press*.

"GENTLEMEN," remarked the professor, "the general function of the heads of several learned members of this class is to keep their neckties from slipping off."—*Harvard Lampoon*.

"MY poor fellow, I fear you are something of an invertebrate."

"No, ma'am. Never touch a drop."—*Baltimore American*.

ISN'T it worth 85 cents to have a doctor think of you every time he writes a prescription?

At a cost of only \$8.45 you can provide each of ten of your physician friends with a thousand prescription blanks printed on fine bond paper, bound in pads of 100 with or without flaps to fit cases. Leather cases with doctor's name in gold can be obtained for 90 cents each.

This offer is made by the Stillwater Printing Co., Warren, Pa., which concern makes a specialty of printing for druggists. On request the company will send to any BULLETIN reader samples of its lines of prescription blanks, drug envelopes, stationery, delivery envelopes, remittance blanks, etc.

HECTOR: "What did your father say when you told him I was a war correspondent?"

Imogene: "He said he would give you something to write about if you didn't leave early to-night."—*Judge*.

"HAVE you laid by anything since you took up the profession of authorship?"

"Yes, about three hundred manuscripts."—*Boston Transcript*.

"THE patron of a hotel," says E. M. Statler, "has just as much right to expect courtesy and a gracious, thoughtful service from employees as he has to expect his change.

"He gets it every time at a Hotel Statler—or as nearly every time as humanly rendered service can make it. The extra-good variety of hotel service which we have developed at Hotels Statler is for every guest, no matter how little or how much he spends."

Hotels Statler are located in Detroit, Cleveland, and Buffalo. All of the rooms have private baths, circulating ice-water, well-stocked writing desks and many other conveniences. Hotels Statler rates are from \$1.50 a day.

"OH, Charles, it is so cold! I would like to have something around me."

He: "What would you care to have?"

She: "Oh, anything—" And he brought a shawl."—*Michigan Gargoyle*.

FURZ: "So the paper sent back your poem?"

Demutts: "Yes. I had 'return in 5 days' in the corner of the envelope."—*Puck*.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

Ask Your
Jobber for
Prescription

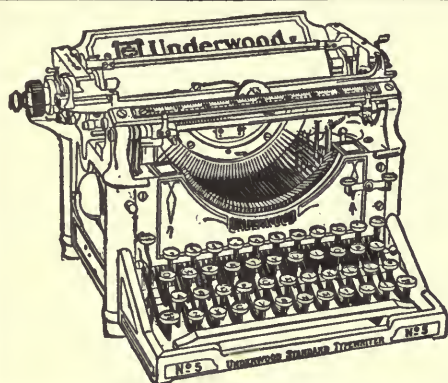


CORKS



MANUFACTURED
BY

R. W. McCready
Cork Company,
CHICAGO, ILL.

DIGALEN**PANTOPON
THIGENOL****THIOCOL Tablets, Syrup
SCOPOLAMINE STABLE***freely available***AT THE SAME PRICE** *as before the war***The Hoffmann-LaRoche Chemical Works,****NEW YORK.**

Rent an UNDERWOOD

**WHY?
BECAUSE**

It's the easiest typewriter to learn and operate.

It is used by the largest corporations.

It has held the International Speed and Accuracy trophy for ten years.

It is endorsed by all experts and world's champions.

"The Machine You Will Eventually Buy"

WANT MORE PAY IN YOUR WEEKLY ENVELOPE?

If so take the course offered by THE PRACTICAL DRUGGIST INSTITUTE. We teach you at home and you do not have to stop work. The cost is small, the course is thorough and complete and will prepare you for State Board Examinations. Write for sample lessons, terms, etc., to

THE PRACTICAL DRUGGIST INSTITUTE
53 Gold Street, NEW YORK.

OINTMENT MILLS FOR HAND AND POWER.



A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

Make Money SELLING UMBRELLAS

Put in a line and get more rainy-day profits. Umbrellas are quick sellers to transient and regular trade. Sudden showers bring brisk demands—you can sell them easily.

Cost 65c.—Sell for \$1.00

A piece-dye, Taffeta umbrella; ladies' or gentlemen's style. Fine value at \$1.00. Costs you 65c. Send for a Sample dozen of this Leader.

We Specialize in Umbrellas for Drug Stores. Many Styles at Many Prices. Find out about our full line. Send for details. Terms Net 10 Days.

J. LAZARUS & CO., 74 FRANKLIN ST.
NEW YORK CITY.

"We have a man here who was making money hand over fist when the police caught him."

"How was he making it?"

"Porch-climbing."—*Baltimore American.*

STORE EQUIPMENT of the kind that lends itself to attractive display—"the most essential point in modern merchandising"—is illustrated in the catalogue issued by the Saginaw Show Case Co., Saginaw, Mich.

A copy of the catalogue will be sent to any BULLETIN reader who is interested in knowing how to make his store equipment sell more goods.

Why you should attend the PHILADELPHIA COLLEGE OF PHARMACY

Because its *equipment* is unexcelled.

Because its *faculty* are leading authorities.

Because its *instruction* is original and practical.

Because its *graduates* have preference everywhere.

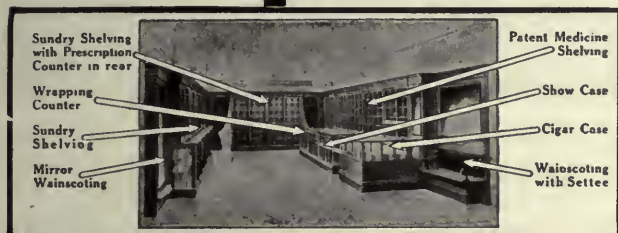
For Full Information Address

Jacob S. Beetem, Registrar,

145 North 10th Street,

Philadelphia, Pa.

Save On Your Fixtures



by installing a Benderscheid "Victor" or "Olympic" Sectional Drug Outfit. They fit any size or shape of store, are handsome, durable—and cost 10% to 20% less than similar made-to-order outfits.

Examine the accompanying cut of an actual photograph. See what a handsome store a sectional outfit can produce. Then remember—the material and workmanship are the very highest. All doors are dust-tight and operate on steel track and ball-bearing rollers. No strips, springs or catches.

"Victor" and "Olympic" Sectional Outfits are carried in stock, ready for instant shipment. Settees, Wainscoting and Pier Mirrors, such as shown in illustration, are made to order. We sell through Jobbers.

Write your favorite Jobber for our 80-page illustrated catalog No. 14. It contains specifications and all particulars.

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.
Benderscheid Mfg. Co., 2800-2826 N. 9th St., St. Louis, Mo.



Prepare Against Waste by Using the GEM WASTE PAPER BALER

and turn your waste paper into paper dollars! Why burn your waste paper when it is worth from \$9 to \$15 per ton?

Our Gem baler is capable of making a 100 lb. bale, and is simple, strong, durable, and efficient, occupying small floor space; guaranteed for five years, will last a lifetime.

300 names of paper mills sent free with each baler. We also manufacture smaller and larger balers. Send at once for catalogue No. 42.

THE GEM MANUFACTURING CO., BASCOM, OHIO

Read: "Turning Waste into Cash," in the January number of this publication.

"You looked very sympathetic when Mrs. Jagers was talking to you." Was she telling you a moving story?"

"I should say so! She's been in six houses in as many months."—*Baltimore American*.

"WILLIE," cried Willie's mother, "come right in the house this very minute and go to work on your arithmetic."

"No, ma," returned Willie. "I want to grow up a law-abiding citizen, and the Pennsylvania Legislature has just passed a law forbidding child labor."—*Life*.



*Something
Entirely New!*

**SPARKLING
BEAUTY MARKS**

Patented May 25, 1915.

Black court plaster beauty marks set with brilliant stones that sparkle in the light. The hit of the year. To show them is to sell them.

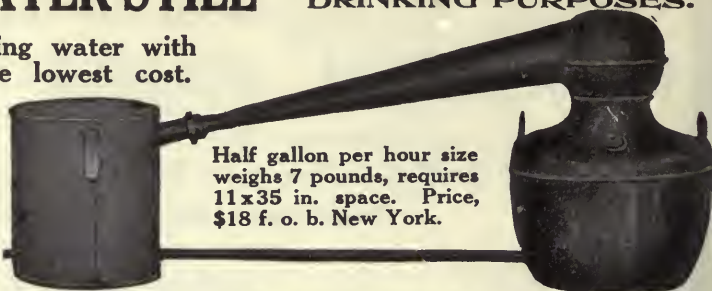
Retail at 25c a package. Price \$3 per gross of marks. A handsome display card showing face of a pretty girl with a real mark attached sent free with each order. Write to-day.

APT & FRANKEL, 205 W. 19th St., NEW YORK CITY.

AUTOMATIC WATER STILL FOR LABORATORY OR DRINKING PURPOSES.

Specially designed for distilling water with the least trouble and at the lowest cost.

The still is built of copper, lower section of one piece, interior surfaces are lined with pure block tin, coil in condenser is of pure block tin pipe. Nothing to corrode or rust. Insures pure water.



Half gallon per hour size weighs 7 pounds, requires 11x35 in. space. Price, \$18 f. o. b. New York.

JOHN TRAGESER STEAM COPPER WORKS, 447-457 W. 26th St., NEW YORK.

Young's Victoria Cream

Order through
Your Jobber

Made in Toledo

Send us your
Mailing List

BUFFALO COLLEGE OF PHARMACY OPENS OCT. 12

its 31st Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph.G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A.C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now."

FRANK E. LOCK, Phar. M., Secretary.

BOHNER'S 1916 CREATION

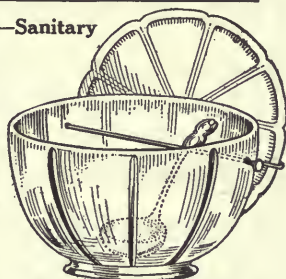
PATENT CRUSHED FRUIT BOWL
WITH AUTOMATIC HINGED GLASS COVER

Attractive—Clean—Sanitary

To remove or replace cover—simply lift lid and it automatically goes to place.

The perfect ease of handling, the saving in space, breakage and waste or loss of fruit will appeal to you.

Order from your Jobber.



Manufactured by Bohner Mfg. Co., Chicago, Ill.

Classy Stores Get Big Trade



Make your store up-to-date. Folks with soda dimes to spend are proud to bring their friends to the store that is filled with

UHL ART STEEL

Fountain Chairs and Tables

They make your store more elegant. Dainty looking but very strong. Better than wire or strap iron. Used at best fountains. Cost more than some but are worth it. Ask your jobber or write us for catalog.

The Toledo Metal Furniture Co., 3204 Dorr St., Toledo, O.

University of Illinois, School of Pharmacy.

(Chicago College of Pharmacy)

NEW LOCATION.

NEW EQUIPMENT.

Fifty-seventh Session begins September 26th, 1916.

Courses for the degree of Graduate in Pharmacy and Pharmaceutical Chemist are offered. Graduation from an accredited high school is required for entrance.

For announcement address:

W. B. DAY, Acting Dean, 701 South Wood St., CHICAGO.

A WISE man remarks that people who do not believe that advertisements are read, should watch a man sitting in a street-car when women are standing.—*Pacific Drug Review*.

PEROXIDE CREAMS are used extensively to remove sunburn.

The Roessler & Hasslach Chemical Company, 100 William Street, New York City, can recommend the peroxide that will give the best results.

Why not write to the company for prices and formulas if you are desirous of marketing an efficient preparation?

\$13 to \$14 per ton for Waste Paper!

U. S. Government Urges Public to Save Paper Materials!

The U. S. Department of Commerce in a recent circular calls attention to the shortage of paper materials and urges the public to save waste paper and rags. See the editorial on page 175 of the May issue of *The Bulletin of Pharmacy*.

Enormous quantities of rags and wood pulp are being used in Europe for manufacturing explosives. Our supplies have been curtailed and there is an alarming shortage of paper materials. Save your waste paper. It will pay you. Waste paper in bales is worth \$13 to \$14 per ton!

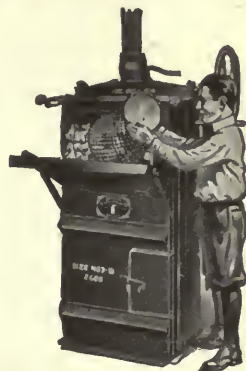
ALL STEEL
Schick
FIREPROOF

Baling Press Sent on 10 Days'
Free Trial.

A SCHICK ALL STEEL BALING PRESS

will enable you to take advantage of the situation. The best method of storing and baling waste paper—absolutely fire-proof and simple to operate. Send for our free booklet "Money in Waste Paper," with full details about the SCHICK baler and our 10-day Free Trial Offer. It means money to YOU.

DAVENPORT MFG. CO., Dept. P-15. DAVENPORT, IOWA.



ROBERTSON'S FRUIT TABLETS

Keep indefinitely, but SELL so readily after once tried that their keeping qualities are rarely tested.

There's a lot more to the cost of genuine fruit tablets than the mere price per pound.

ROBERTSON CANDY CO. ROBERTSON-BRADSHAW CO.
NEW YORK CITY.



THE LOCK-STUB CHECK SYSTEM

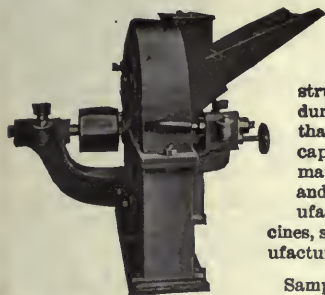
of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for the customer—no more sticky and slimy checks. Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. THE LOCK-STUB CHECK COMPANY. 22 Quincy St., Chicago.

DRUG MILLS



Front View No. 1 MEAD MILL
(smallest size)

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

MEAD & CO., 20th St. and M. C. R. R.
DETROIT, MICH.

CUSTOMER: "You know that coat I bought of you? Well, when I buttoned it the first time it split down the back."

Clothing Dealer: "Indeed? It must be, then, that the buttons were sewed on too strongly."—*Selling Helps*.

POSTMASTER: No, not much doin' in town. Did ye hear erbout Lem Huggins gettin' a telegram?

Josh Tosselby: Not Lem?

Postmaster: Yes, Lem.

Josh Tosselby: By cricky! It beats all, therway the young fellers are forgin' ter the front.—*The Shield*.

AN ABSTERGENT FOR MUCOUS MEMBRANE

ALKALOL

8-oz. \$4.00 per Doz.

16-oz. \$6.75 " "

ALKALOL COMPANY, - Taunton, Mass.

POPULAR FOR NEARLY A CENTURY

PLANTEN'S (TRADE MARK)
C & C OR BLACK
CAPSULES

REGISTERED IN U. S. PATENT OFFICE.

AN OLD CELEBRATED REMEDY FOR MEN

BEWARE OF COLORABLE IMITATIONS.

U. S. Court of Appeals recently sustained our rights to the exclusive use the trade marks C & C and C & C or BLACK.

H. PLANTEN & SON (Founded 1836)

BROOKLYN, N. Y.

READ THIS OFFER

AND SHARE PROFITS WITH US ON

OXYNOLEUM

THE ORIGINAL OXYGEN OINTMENT
FOR EVERY EXTERNAL AILMENT.

For a limited time we will give two tubes FREE with each dozen tubes of OXYNOLEUM. Price \$2.00 per dozen, less 10 per cent. We will also furnish FREE one of our handsome metal signs which is not only ornamental but also a good business-getter. Write us to-day.

BI-OXOL CHEMICAL CO., 94 John Street
NEW YORK CITY
(Successors to BIOPLASM MFG. CO.)

HIGGINS'

Drawing Inks
Etching Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.



Are the Finest and Best Inks and Adhesives
Emanate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London.

271 Ninth Street,

Brooklyn, N. Y.



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure.

Catches 50,000,000,000 Flies Each Year



WHICH ONE BRINGS IN BUSINESS?

A clerk should be a drawing card for the store. A neat clerk draws trade because people like to be served by him.

"WEISSFELD" COATS will give your clerks the neat, attractive appearance that will draw trade.

We offer 25 styles, 40 patterns. All materials thoroughly shrunk. Express charges prepaid to all points. Samples and instructions for measuring sent FREE. Absolute Satisfaction in Quality, Workmanship, Fit and Style Guaranteed or Money Refunded.

M. WEISSFELD MFG. CO., 253 W. Market St., Philadelphia, Pa.

Note the Name no connection with any other firm.



PURITY
Highest
QUALITY

Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York



HANFORD'S

Balsam of Myrrh

THE RELIABLE LINIMENT

Sold by all Jobbers.

G.C. Hanford Mfg. Co.

SYRACUSE, N. Y.



MR. DRUGGIST

Let us take care of your PHOTO FINISHING. We cater to the particular trade that demands the very best work. K. F. service includes Nine Hour mail delivery. Complete advertising matter. Better secure the K. F. Agency for your town before the RUSH season begins.

KODAK FINISHING CO.,

3159 Indiana Ave.,

CHICAGO.

"ARE the fish thick here?"

"Well, not too thick, sir," answered the native.
"We have to use this lake partly for navigation."—
Louisville Courier-Journal.

How ABOUT A NUJOL WINDOW FOR YOU?—Druggists who have made use of the window display and other dealer helps report that their sales of Nujol have increased materially. In one instance judicious use of the matter supplied caused a druggist's sales to jump to six times his normal output.

Nujol is advertised in over 100 large city papers and



ESTABLISHED 1867 THE "WALKEASY" ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED

GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

NORTHWESTERN UNIVERSITY**SCHOOL OF PHARMACY**

Offers courses of instruction leading to the degrees of Graduate in Pharmacy (Ph. G.) and Pharmaceutical Chemist (Ph. C.).

To qualify for admission a complete high school course is required.

This School was the first to offer a systematic laboratory course in prescription filling. Ample laboratory facilities; complete equipment.

Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during the last two years.

Next session opens Sept. 29, 1916.

Write for pamphlet "Typical Illustrations in Pharmacy."

Address C. W. PATTERSON, Secretary

2431 South Dearborn Street, - - - CHICAGO

RIPANS

For Indigestion, Constipation and to regulate the Stomach and Bowels. Ten millions of

Ripans Tabules have been sold in a single month.

ORDER OF YOUR JOBBER

Ripans Tabules, 5c.....doz. \$0.40

25c. (choc.-coat.).....doz. 2.00

60c. (family).....doz. 4.80

Gross lots 5c. size, or \$6 lots assorted,
5 per cent. discount.



THE RIPANS CHEMICAL COMPANY,

No. 10 Spruce St., New York.

Fill the R_x with MERCK'S



POND'S EXTRACT COMPANY'S

"VANISHING CREAM"

THE BEST toilet cream on the market and the best one for the dealer to handle

Write for particulars of our Free Deals
NETTING 75 PER CENT PROFIT

LAMONT, CORLISS & COMPANY, Selling Agents
Dept. S. 131 Hudson St., New York City.

Wayne Curb Pumps and Store Systems

for Gasoline, and all kinds of oils, are worth knowing about.

When you write, state whether you are interested in a side-walk pump or a store system.

WAYNE OIL TANK & PUMP COMPANY, 12 Canal Street, FT. WAYNE, IND.

is also featured prominently in the big national weekly and monthly magazines. The object of this nation-wide advertising is to direct the reader's attention to the value of mineral oil as a rational treatment for constipation and to inform the readers that they can get the product at the drug stores where Nujol displays are in evidence.

Complete equipment for a Nujol window and counter display will be shipped by prepaid express on receipt of a post-card request addressed to Dept. 51, of the Standard Oil Company, Bayonne, N. J.

THE SUITOR: "Understand, I can support your daughter in the style to which she is accustomed."

Her Father: "Yes, but what alimony can you pay her when you marry again?"—*Judge.*

CAROLINE: "I saw an awfully pretty girl to-day!"

Carroll: "You've been looking in the mirror again!"—*Judge.*

THE BARNSTEAD STILL

MAKES CHEMICALLY
PURE WATER.



THE DRUGGIST'S STILL

Capacity One Gallon per Hour

Nickel-plated, - - - - - \$25.00

THE DRUGGIST JUNIOR

Capacity One-half Gallon

Copper finish - - - - - \$15.00

Nickel finish - - - - - \$18.00

WRITE FOR INFORMATION

BARNSTEAD WATER STILL CO. 51 CHARDON ST. BOSTON, MASS.

Zirato

\$2.00 \$4.00 \$8.00 Per Doz.

Sal Hepatica

\$2.00 \$4.00 \$8.00 Per Doz.

Gastrogen Tablets

\$4.00 \$24.00 Per Doz.

All Jobbers

BRISTOL-MYERS CO. NEW YORK

Notice to Seneca Dealers

Are you getting all the profit out of your Seneca Department—Are you tying your store up to the National Advertising in the Saturday Evening Post, McClures, Hearsts, American Boy, Good Housekeeping and other magazines by using the newspaper cuts, display cards, movie slides, window strips, etc., that we furnish free—Have you a Seneca Sign on your window? Use these helps, they're free for the asking.

SENECA CAMERAS

—FILM, PAPER AND SUPPLIES—

Are the best money making line any druggist can handle—They are bound to satisfy your customers—Money back if not satisfactory is what you can say to every Seneca buyer, Mr. Dealer.

It will pay any druggist who does not know about camera profits to send in the coupon at once—

Don't wait for correspondence—Send in the coupon and get the \$50 Assortment on ten days' trial—If you don't like it send it back at our expense and get full credit.

The vacation season is at hand. This is the Druggist's opportunity to get a Seneca Agency—An asset to any store, large or small.

Send in the coupon. This is your opportunity to get in on the biggest Camera Year in History.

Free!

This Window Sign 10x10 in., in four colors. Ties your store up with Seneca National Advertising.



COUPON

Seneca Camera Mfg. Co.
303 State St., Rochester, N. Y.

Gentlemen:

- () Send \$50 Assortment.
() Send Catalogue and Assortment Literature.

Name _____

Address _____

B.P.-6

This \$50 Seneca Department

will be sent you on ten days' Trial—If it is not satisfactory send it back at our expense and receive full credit.

Seneca Camera Mfg. Company

**303 STATE STREET,
ROCHESTER, N. Y.**

THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

"DOCTOR, I am troubled with cold extremities. What do you suppose is the cause?"

"Cold weather. One dollar, please."—*Boston Transcript.*

THE standard of purity and uniformity maintained in the Mercurial Preparations manufactured by Chas. Pfizer & Co., has given their brand an enviable reputation among the trade generally, and more particularly among Manufacturing Pharmacists.

Their Calomel especially, owing to its purity and white color, is peculiarly adapted for use in the manufacture of pills, etc., and their brand of Powdered Corrosive Sublimate is invariably desired by those who require a uniformly white and dry powder.—*Adv.*

"A SIXTEEN-PAGE letter from Tom! Oh, what does he say?"

"He says he's going to call this afternoon."—*Life.*

HOW MUCH MONEY ARE YOU MAKING?—It sometimes happens that because a druggist is able to meet his obligations regularly and because he has a fair stock on his shelves he thinks that he is making money.

He doesn't know, though. It may be that his apparently successful position is due to the fact that he is living on his capital—in other words, he is keeping afloat by gradually depleting his stock.

Harry B. Mason's latest book, "The Druggist and His Profits," shows a druggist how to find out exactly what his business is producing. It tells him how to know what his business now yields, how to know what it should yield, and how to make it yield what it should.

By a simple system of records, easily kept, it is explained how the druggist may learn the exact facts about his expenses and profits, and then it is told how this information may be used to bolster up the earnings in every department of the store.

If you don't know exactly what your business is bringing in, you need the book. A dollar bill sent to E. G. Swift, Box 484, Detroit, Mich., will bring the volume to you.

Cultivate Customers



by *always* handing them the *genuine*, tried-and-proven article—such as

Antiphlogistine
TRADE MARK

thus habituating them in the thought that they can *always* depend on "their" druggist for absolute commercial and scientific reliability. *Cultivate customers on the basis of Confidence.*

5% on orders of \$12.00

"There's only *ONE* Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

PEROXIDE-
- Soap
- Cream
- Dentifrices

a Bluff?

NO! not if

the proper Per-Salt
is incorporated.

Ask

The R. & H. Chemical Co.
100 William Street, NEW YORK.

Notice to Seneca Dealers

Are you getting all the profit out of your Seneca Department—Are you tying your store up to the National Advertising in the Saturday Evening Post, McClures, Hearsts, American Boy, Good Housekeeping and other magazines by using the newspaper cuts, display cards, movie slides, window strips, etc., that we furnish free—Have you a Seneca Sign on your window? Use these helps, they're free for the asking.

SENECA CAMERAS

—FILM, PAPER AND SUPPLIES—

Are the best money making line any druggist can handle—They are bound to satisfy your customers—Money back if not satisfactory is what you can say to every Seneca buyer, Mr. Dealer.

It will pay any druggist who does not know about camera profits to send in the coupon at once—

Don't wait for correspondence—Send in the coupon and get the \$50 Assortment on ten days' trial—If you don't like it send it back at our expense and get full credit.

The vacation season is at hand. This is the Druggist's opportunity to get a Seneca Agency—An asset to any store, large or small.

Send in the coupon. This is your opportunity to get in on the biggest Camera Year in History.

Free!

This Window Sign 10x10 in., in four colors. Ties your store up with Seneca National Advertising.



COUPON

Seneca Camera Mfg. Co.

303 State St., Rochester, N. Y.

Gentlemen:

() Send \$50 Assortment.

() Send Catalogue and Assortment Literature.

Name _____

Address _____

B.P.-6

This \$50 Seneca Department

will be sent you on ten days' Trial—If it is not satisfactory send it back at our expense and receive full credit.

Seneca Camera Mfg. Company

**303 STATE STREET,
ROCHESTER, N. Y.**

THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

"DOCTOR, I am troubled with cold extremities. What do you suppose is the cause?"

"Cold weather. One dollar, please." — *Boston Transcript*.

THE standard of purity and uniformity maintained in the Mercurial Preparations manufactured by Chas. Pfizer & Co., has given their brand an enviable reputation among the trade generally, and more particularly among Manufacturing Pharmacists.

Their Calomel especially, owing to its purity and white color, is peculiarly adapted for use in the manufacture of pills, etc., and their brand of Powdered Corrosive Sublimate is invariably desired by those who require a uniformly white and dry powder.—*Adv.*

"A SIXTEEN-PAGE letter from Tom! Oh, what does he say?"

"He says he's going to call this afternoon." — *Life*.

HOW MUCH MONEY ARE YOU MAKING?—It sometimes happens that because a druggist is able to meet his obligations regularly and because he has a fair stock on his shelves he thinks that he is making money.

He doesn't know, though. It may be that his apparently successful position is due to the fact that he is living on his capital—in other words, he is keeping afloat by gradually depleting his stock.

Harry B. Mason's latest book, "The Druggist and His Profits," shows a druggist how to find out exactly what his business is producing. It tells him how to know what his business now yields, how to know what it should yield, and how to make it yield what it should.

By a simple system of records, easily kept, it is explained how the druggist may learn the exact facts about his expenses and profits, and then it is told how this information may be used to bolster up the earnings in every department of the store.

If you don't know exactly what your business is bringing in, you need the book. A dollar bill sent to E. G. Swift, Box 484, Detroit, Mich., will bring the volume to you.

Cultivate Customers



by *always* handing them the *genuine*, tried-and-proven article—such as

Antiphlogistine
TRADE MARK

thus habituating them in the thought that they can *always* depend on "their" druggist for absolute commercial and scientific reliability. *Cultivate customers on the basis of Confidence.*

5% on orders of \$12.00

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

PEROXIDE-
- Soap
- Cream
- Dentifrices

a Bluff?

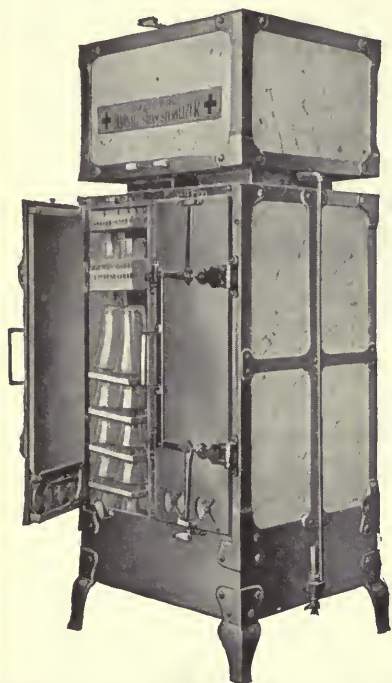
NO! not if

the proper Per-Salt
is incorporated.

Ask

The R. & H. Chemical Co.
100 William Street, NEW YORK.

A Glass without a Germ for Each Customer



This sterilizer for soda glasses kills all germs in three minutes. If you want to stop the spread of disease, protect the health of your customers and make more money at the same time, buy a

DARNALL STEAM STERILIZER

We want two bright young men to invest some money and help manage this business. It is going to be the greatest business enterprise of the day and a big money maker, as we are now selling the sterilizers faster than we can make them, owing to lack of sufficient capital. We would like each customer to take a little stock and make this business co-operative. Write for full particulars.

DARNALL STEAM STERILIZER CO.,

Box 801 or Bristol Hotel, 31 E. Sixth St.,

CINCINNATI, OHIO.

"Who is that fellow you spoke to on the car?" asked one New Yorker of another.

"Don't know. Never saw him before."

"Then why did you ask him about the cotton crop in Texas? How did you know he was from Texas?"

"Because," said the first New Yorker, "I saw him expectorate through his teeth, and that is the only State in the Union that retains that habit."—*Pittsburgh Dispatch*.

A TYPEWRITER that feeds labels and writes medical symbols will be placed in your store on free trial if you take advantage of the special offer made by the Typewriters Distributing Syndicate, 1510-11 T Wabash Ave., Chicago.

The machine is the druggist's model standard visible Oliver typewriter provided with back spacer, tabulator, color writing-ruling device, and disappearing indicator. A metal case, tools, and instruction book are furnished with each machine.

Particulars of the free trial plan may be secured by mailing the coupon attached to the advertisement of the Typewriters Distributing Syndicate which appears on another page of this issue.

HARRY: "I bet I can make a worse face than you can."

Dorothy: "You ought to be able to. Look at the face you've got to start with."—*Judge*.

"He's a man of fixed ideas."

"Yep. A polite way of calling him bull-headed."—*Detroit Free Press*.

WILLIAM NELSON WILBUR, vice-president and general manager of H. O. Wilbur & Sons, Inc., Philadelphia, manufacturers of cocoa and chocolate, died Sunday, May 28, and was buried May 31 from his late residence, "Idlewood Farms," Devon, Pa. He had been associated with his father, Henry O. Wilbur, and brother, Bertrand K. Wilbur, and was actively interested in the management of the business since its formation February, 1884.

BUFFALO COLLEGE OF PHARMACY GRADUATES LARGE CLASS.—Sixty students were awarded degrees at the annual commencement of the Buffalo College of Pharmacy held on Friday, June 2, eight members of the class receiving the degree of Analytical Chemist and fifty-two the degree of Graduate in Pharmacy. D. S. Alexander, L.L.D., delivered the graduating address.

The honor roll of the graduates in pharmacy, comprising those students whose average ranks were above 90 per cent, consisted of the following: John M. Patterson, Auburn, N. Y.; Florence L. Bentz, Buffalo, N. Y.; James W. Smellie, Hammondsport, N. Y.; Bertha B. Arner, Harrow, Ont.; and James C. Dildine, Bath, N. Y. In the analytical chemists' list Howard Manchester, Buffalo, N. Y., and Lyle B. Richardson, Cherry Creek, N. Y., were awarded honors.

Midsummer—and Diamond Dyes

There's many a woman right in your town who wants to freshen up her wash dresses.

That's why *now* is the time to push

Diamond Dyes

Get behind them—let the women know that you can help them make an entirely new Midsummer wardrobe from their present dresses—and watch your profits mount.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

"WHAT are you doing now, Jim?"

"Any easy mark I can come across."—*Baltimore American*.

BOARD OF HEALTH regulations in many communities require that all soda glasses be sterilized before use. And even where these requirements are not in force it is a good business policy to be able to assure customers that all soda fountain glass and silverware are germ-free.

With a Darnall steam sterilizer it is possible to kill all germs in three minutes. The apparatus takes up but little room, is built in varying sizes to meet all demands, and is inexpensive to operate—costing only ten cents a day if gas is used.

The sterilizer is scientifically constructed of the very best and most suitable material and is provided with racks to hold dishes, glasses, spoons, towels, etc. It is simple in operation and its presence at a fountain assures patrons of really sterile service.

If you want to learn of the possibilities the installations holds out for you, write to the Darnall Steam Sterilizer Co., Box 801, or Bristol Hotel, 31 E. Sixth Street, Cincinnati, Ohio, mentioning the BULLETIN OF PHARMACY.

"How much gasoline does the tank in your car hold?"

"I don't know. I've never been able to afford more than five gallons at any one time."—*Detroit Free Press*.

"WHAT are you doing with that lady's slipper in your pocket? Looking for a Cinderella?"

"Naw; my wife wanted some stockings to match. I couldn't cut a section out of the slipper, so I had to bring the pesky thing along."—*Kansas City Journal*.

350 PRACTICAL IDEAS—every one worked out in actual practice and every one subjected to successful trial—make the book "350 Dollar Ideas For Druggists" of real value to the practicing pharmacist.

Among the many pointers to be found in the book are dispensing and compounding ideas, practical devices for the store, money-making formulas, advertising schemes, store and window displays, soda fountain helps, and bookkeeping and accounting suggestions.

E. G. Swift, Box 484, Detroit, Mich., will send the book, post-paid, upon receipt of one dollar.

"CAN you alter that gown to fit me, do you think?"

"Certainly not, *mademoiselle*. That isn't done any more. You must be altered to fit the gown."—*Life*.

M. H. BACHMAN, of Stanton, Michigan, suffered the loss of his wife on June 5. Mrs. Bachman was a woman of sterling qualities, interested all her life in church work. Mr. Bachman has been in the drug business in Stanton nearly forty years.



Increase Your Sales and Profits

by packing *your* preparations in American Can Company decorated packages.

We illustrate herewith one of our cold cream boxes lithographed in bright attractive colors, making it a very handsome display package.

This is one of the many attractive boxes listed in our catalogue No. 21. Write for it to-day.

AMERICAN CAN COMPANY

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

With offices in all large cities

A LITTLE colored girl, a newcomer in Sunday school, gave her name to the teacher as "Fertilizer Johnson." Later the teacher asked the child's mother if that was right. "Yes, ma'am, dat's her name," said the fond parent. "You see she was named fer me and her father. Her father's name am Ferdinand and my name is Liza. So we named her Fertilizer."—*Boston Transcript*.

"Yes, sir! I suppose I've kissed a girl on every hundred square feet of this beach."

"Must have been some trouble to keep moving her about."—*Judge*.

IN actual practice a well-conducted camera department has proven itself to be the best paying side-line for hundreds of druggists. The reason is simple: picture taking appeals to all classes and the profits result not only from the original sale of the camera but also from the continued sales of films and other supplies.

If you have never tried out the possibilities of a camera department, the special free trial offer of the Seneca Camera Mfg. Co., 303 State Street, Rochester, N. Y., affords a splendid opportunity.

By mailing the coupon, attached to the company's ad on another page of this issue, you will receive a \$50 Seneca outfit on ten days' free trial. The outfit includes Seneca cameras, roll films and supplies—everything needed to conduct a successful photographic department.

If, after trying out the department in your store, you are not convinced that it is a paying venture, you may send the outfit back at no expense to yourself.

Clip the coupon now!

It makes no difference where tooth brushes, hair brushes, combs, nail files and other small articles are kept if they are handed out only when called for. But if these articles are to be "sold" they must be displayed where possible customers may see them.

One of the surest ways for bringing such merchandise to the attention of patrons is by means of the Yesbera "Line of vision" cases. These cases fit on the tops of the regular show cases, take up but little room, keep the goods in a sanitary condition and—best of all—display the articles in positions where they cannot be overlooked.

"Line of vision" cases are not expensive to install, a fact which may be proven by sending to the Yesbera Mfg. Co., 2278 Albion Street, Toledo, Ohio, for a descriptive catalogue containing price quotations.

"You must have cut a dash in Italy."

"Why do you say that?"

"I hear you rented a palace."

"Well, the real-estate agent called it a palace. Real-estate agents, the world over, are much alike."—*Louisville Courier-Journal*.

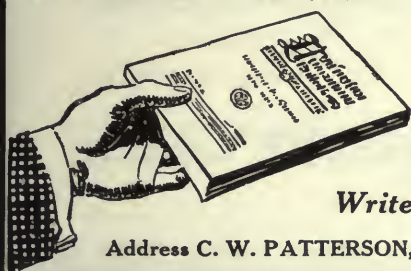


Northwestern

University

SCHOOL OF PHARMACY

Offers courses of instruction leading to the degree of Graduate in Pharmacy (Ph.G.) and Pharmaceutical Chemist (Ph. C.)



To qualify for admission a complete high school course is required. This School was the first to offer a systematic laboratory course in prescription filling. Ample laboratory facilities; complete equipment. Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during the last few years.

NEXT SESSION OPENS SEPTEMBER 29, 1916.

Write for this Book: "Typical Illustrations in Pharmacy."

Address C. W. PATTERSON, Secretary.

2431 South Dearborn St., CHICAGO, ILL.

KNEW HIM.—"I'm going to decorate you for bravery, Mr. Wadleigh. Put this French war-orphan medal on your coat."

"But I haven't performed any deed of heroism."

"But you will when you give up twenty-five cents."
New York World.

TAR SHAMPOOING CREAM is the newest Mennen product. It is packed in a collapsible tube, making its use sanitary and economical. It lathers freely, does not discolor the hair, and is guaranteed to contain nothing that is injurious to the hair or scalp.

In order to acquaint customers with this new product there is packed in every tube of Mennen's Shaving Cream a trial tube of Mennen's Tar Shampooing Cream. Thus a satisfied customer is reached, one who believes in "Mennen" products, and an easy sale practically assured.

This sampling will automatically create a demand for the product, and all that is necessary to do in order to cash in on it is to include a trial order for Mennen's Tar Shampooing Cream in your next order to your jobber. The wholesale cost is \$2.00 a dozen, leaving a profit of 33½ per cent on the selling price, or 50 per cent on the cost price.

WITH a slight alteration, the old saying still goes: There are two things you can't dodge—death and the taxis.—*New York Times.*

WEARY MIKE: "I see dey is providin' free baths in some of de cities."

Trussrod Pete: "Gee! De next ting dey'll be makin' it compulsory."—*Judge.*

FRANK L. MCCARTNEY, who for nine years has been connected with the New York office of Sharp & Dohme, became general manager and salesmanager of The Albodon Company of New York on June 1.

Mr. McCartney began his career in the drug field at the age of 17, when he apprenticed himself to Puckett Bros., of Hinton, W. Va., afterwards leaving to enter the Maryland College of Pharmacy. At the end of his junior year he passed the Maryland State Board of Pharmacy and entered the employ of Hynson, Westcott & Co., concurrently continuing his college course, at the conclusion of which he received the Caspari gold medal for superior proficiency in pharmaceutical manipulation as well as another gold medal for general average on all subjects.

Leaving Hynson, Westcott & Co., to become manager of the Bracey Pharmacy Co., Thomasville, Ga., Mr. McCartney remained in the latter position until May, 1907, when he entered the employ of Sharp & Dohme at Baltimore, later being transferred to New York.

Mr. McCartney is chairman of the drug trade section of the New York Board of Trade and Transportation and is prominently identified with the A. Ph. A. and the New York State Pharmaceutical Association.

Pure Cotton-Made in the "Sunny South."

"SALCO"

ABSORBENT COTTON

Druggists, Physicians, Hospitals and Families all use "SALCO"

Knowing it to be the finest absorbent cotton. Made from pure cotton just from the snow-white fields of the "Sunny South." Put up under special process in the most attractive sanitary package to be had.

Samples upon request.

Manufactured by **SOUTHERN ASEPTIC LABORATORIES, Incorporated**
COLUMBIA, S. C., U. S. A.

"DAD, I want to be a musician."

"Then I'd be either a piper or a fiddler."

"Why?"

"When there is any paying to be done I notice they are always preferred creditors."—*Louisville Courier-Journal.*

IN order to demonstrate the merits of its sponge rubber corn; bunion and callous shields, the Lexel Foot Ease Co., Ashland, Ohio, offers to mail free upon request one selling package of each thickness of its sponge rubber corn shields which retail for 25 cents a box.

The shields do not "pack down" or get hard and are claimed to last indefinitely and to give absolute satisfaction. They are made of the highest grade sponge rubber and they are sanitary; they can be removed each night and they may be washed as often as desired.

Taking advantage of the free offer may start you in on a new and profitable side-line. To-day is the time to write.

"Boo hoo," sobbed little Clarence; "a bad boy threw a stone an' it hit my new hat."

"Now be a little man and don't cry just because a horrid boy threw a stone and hit your hat," said his mother.

"Yes, but my head was in it when he hit it."—*Puck.*

"Mr. Sinnick is very polished, isn't he?"

"Very! Everything he says reflects on some one."—

Boston Transcript.

PRESCRIPTION stoppers that prevent disgruntled customers—Peerless brand corks.

The J. H. Paddock Co., Bush Terminal, Brooklyn, N. Y., manufacturers Peerless corks for the finest prescription trade and will quote prices upon application.

JUDGE: "How could you become so battered by simply going through a door?"

Clancy: "Sure, I forgot to mention that the door was shut when I went through."—*Judge.*

ACCORDING to a decision of the U. S. Court of Appeals the exclusive use of the trade-marks "C. & C" and "C & C or Black" as applied to capsules belongs solely to the firm of H. Planten & Son, Brooklyn, N. Y.

Planten's C & C or Black Capsules have been popular sellers for nearly a century. They are carried in stock by all jobbers.

CLERK: You promised me a raise if I was satisfactory.

Employer: But you are not, sir! No man is who reminds me of a promise!—*Boston Globe.*

Liquid Petrolatum, Squibb

(Heavy Californian)

is a pure, colorless, odorless and tasteless

MINERAL OIL

consisting of hydrocarbons of the naphthene series and exceeding the requirements of the U. S. P. and B. P.

It has the very high specific gravity of

0.886 to 0.892 at 15° C.

0.881 to 0.887 at 25° C.

also an exceptionally HIGH NATURAL VISCOSITY, which is of paramount importance because true viscosity is the chief index of lubricating power.

It is sold only in one-pint bottles under the Squibb label and guaranty.

For further particulars address

E. R. SQUIBB & SONS

- - -

New York

His face was pinched and drawn. With faltering footsteps he wended his way among the bustling crowd.

"Kind sir," he suddenly exclaimed, "will you not give me a loaf of bread for my wife and little ones?"

The stranger regarded him not unkindly. "Far be it from me," he rejoined, "to take advantage of your destitution. Keep your wife and little ones; I do not want them."—*Tit-Bits*.

Do you know which is your most valuable clerk, what each department of your business is doing, how to stop practically all disputes with customers about money and accounts?

The complete 1916 model National Cash Register gives all this information and more. It takes care of all transactions between clerks and customers. It makes no mistakes, never forgets, and works fast. It satisfies customers and increases profits.

Upon mention of the BULLETIN, the National Cash Register Company, Dayton, Ohio, will explain the workings of the register in detail and tell you how you may secure one on a system of small monthly payments.

"HELLO, Rimes, I was just reading your spring poem."

"That wasn't a spring poem."

"It must have been. It gave me that tired feeling right off."—*Boston Transcript*.

LADY: "Does your mother belong to a club, my boy?"

Boy: "No, madam, but there's one back of the kitchen door that belongs to her."—*Bakers' Circular*.

THE Spatula Soda Water Guide is recognized as one of the most authoritative works on the subject. Its author, Mr. E. F. White, is an accomplished soda water expert, and in his book are thousands of suggestions and formulas that are to be found nowhere else.

The price of the book is one dollar, for which sum it will be sent, post-paid, by the Spatula Publishing Co., 2 Sudbury Bldg., Boston, Mass.

"MARRIAGE is a lottery," remarked the cynic.

"Yes," replied Miss Cayenne. "Only in a lottery you can tear the ticket up and forget about it."—*Washington Star*.

It's to your advantage to keep a complete stock of Warner's Safe Remedies on hand at all times. Liberal newspaper advertising has created a constant demand for these products.

On quantity purchases of Warner's Safe Remedies all wholesalers will allow an additional discount of 3 per cent on \$24 lots or one of 5 per cent on \$48 purchases.

A SAFE AND PALATABLE LAXATIVE FOR CHILDREN

Mrs. Winslow's Soothing Syrup

ABSOLUTELY NON-NARCOTIC

DOES NOT CONTAIN OPIUM, MORPHINE, NOR ANY OF THEIR DERIVATIVES

FORMULA IS PLAINLY STATED ON EVERY BOTTLE.

MEETS THE REQUIREMENTS OF ALL FEDERAL, STATE AND MUNICIPAL, FOOD AND DRUG LAWS. CAN BE SOLD THROUGHOUT THE WORLD.

Send for Some of our High-class Advertising Matter.

Anglo American Drug Co.

215-217 FULTON ST., NEW YORK

BAGGS (at 1 A.M.): "Don't you think you'd better go home to your wife?"

JAGGS: "Not yet, ol fel'. Le's have a few more I don't wanten be able t' unnerstan' what she says."—*Boston Transcript*.

SAMUEL A. FOOT, the well-known drug sundry man and for some time manager of the fancy goods and sundry department of McKesson & Robbins, of New



York City, is now manager of the Dabrooks Perfume Company, of Detroit. This concern is owned by the Michigan Drug Co. A likeness of Mr. Foot is printed herewith.

BARBER: "I want a motto from Shakespeare to hang up in my shop. Can you give me one?"

Patron: "Of course. How will this do? 'Then saw you not his face.'"—*Saturday Evening Gazette*.

"POP, what is a promoter?"

"A promoter, my son, is a man who can make either a dollar or a penny look like thirty cents."—*Life*.

"BOARD QUESTIONS ANSWERED" is offered the student for the purpose of acquainting him with the kind of questions asked at the State examinations, and with the kind of answers expected.

It is an invaluable help to the candidate who wishes to prepare himself in a thorough manner.

The price of the book is only \$1.50, for which sum it will be sent, post-paid, by E. G. Swift, Box 484, Detroit, Mich.

THIN SPARROW: You're looking nice and plump. Where have you been?

Fat Sparrow: I've been South following the races.

Thin Sparrow: Just my luck! I've been in Detroit following the automobiles.—*Market Voice*.

THERE's good profit in handling Sal Hepatica and Ziratul, products of the Bristol-Myers Co., New York.

These popular sellers may be obtained from any jobber at the fair-margin prices of "two, four and eight."

Gastrogen Tablets, another Bristol-Myers specialty, cost \$4.00 a dozen for bottles of 60 tablets each, and \$24 a dozen for bottles containing 500 tablets.



To open "press" center.

The
Upressit
TRADE MARK REGISTERED

JAR CAP

is more easily removed and
 replaced than any style of
 cap on the market.

Stock sizes 1" to 3"



To close "press" outer edge.

Makers of Toilet Creams, Ointments and similar preparations packed in opal jars find the "UPRESSIT" Cap superior to any other style of closure and hail "UPRESSIT" as the solution of this annoying problem. It is simple, handsome and sanitary, cannot work loose, and always makes an effective seal.

LET US SUBMIT SAMPLES AND PRICES, WITH OR WITHOUT OPAL JAR.

U.S. METAL CAP & SEAL CO., 107 W. 13th St., New York City.

EDGAR, aged five, was driving from the station on his first visit to Maine. His mother, noticing a troubled look on his face as he looked about, said:

"What's the matter, dear? Don't you like the beautiful country?"

"Yes, mother, but on *my* map Maine is *red*!"—*Harper's*.

MANY soda fountain patrons refuse—and rightly—to accept a sundae or college ice made with fruit taken from a bowl which has a projecting ladle that permits the access of flies and dirt.

With a Bohner patent crushed fruit bowl, however, there is no chance for foreign matter to enter. The ladle rests on a rod running across the bowl, allowing the cover to protect the contents fully. The cover is provided with an automatic hinge and is removed or replaced by simply lifting the lid, which goes into place automatically.

The Bohner bowl is made by the Bohner Mfg. Co., Chicago, Ill., and is sold by all jobbers.

HEAD OF BUSINESS: What position do you desire in our establishment, sir?

College Graduate: Oh, something like confidential adviser or general manager.

Head of Business: Good! You may have both jobs. I will make you an office boy.—*Dallas News*.

"X is an unknown quantity, isn't it, mamma?"

"It is to your father when I ask him to give me one."

—*Baltimore American*.

ESPECIALLY for summer sale the New England Confectionery Company, Boston, Mass., offers Necco Lemon Drops, Hoarhound Drops, Sweethearts, Boston Baked Beans, and Necco and Hub Wafers. Drug and candy stores which have featured these confections during the early summer are already reordering.

If you want to get a share of this quick turnover business, write your jobber to-day. He can supply the big-selling Necco summer-time specialties or any of the 500 varieties which make up the Necco line of rapid selling confections.

PARSON PROSY: "We need a night watchman for the church. If I give you the job, do you think you can keep awake?"

Applicant: "Do you preach at night?"—*Boston Transcript*.

You don't have to buy essential oils in large quantities in order to be sure that you are getting reliable products.

"D & O" essential oils, in original packages of one ounce and upward, are carried in stock by all wholesalers, and each package bears the label and guaranty seal of the Dodge & Olcott Co., New York City.

10,000 Prescription Blanks For Ten Doctors \$8.45

For this amount you can provide ten of your doctor friends with a thousand prescription blanks printed on fine bond paper, bound in pads of 100 with or without flaps to fit cases. Leather cases with doctor's name in gold 90c each. 50,000 blanks for fifty doctors, \$35.35.

Printing for druggists is our specialty. We would like to send you samples of our full line of Prescription Blanks, Drug Envelopes, Stationery, Delivery Envelopes, Remittance Blanks, etc., etc.

Write for Samples to-day.

THE STILLWATER PRINTING COMPANY, Inc.
DRUGGISTS' PRINTERS. WARREN, PA.

AN accountant accidentally tore a page from a ledger. Fearful that he might be charged with tampering with the firm's records, he consulted an attorney.

"I would put the book through a legal process," announced the lawyer gravely.

"What do you mean?"

"Have it bound over to keep the piece."—*The Shield*.

JUST the line for a summer leader—Love's Fruit Tablets.

These dainty confections lend themselves to display during the hot months because, if properly kept, they are unaffected by sudden temperature changes.

Their eight true-fruit flavors—lime, wild cherry, lemon, hoarhound, orange, raspberry, chocolate, and assorted—suit all tastes.

The F. L. Love Manufacturing Co., Johnstown, Pa., supplies the tablets in bottles of five pounds each, 12 bottles to the case, and includes attractive advertising matter with each order. A postal card addressed to the company will bring price quotations and other information.

"WHAT good would the ballot do you, ma?"

"Candidates have been helping you with your plowing for years; haven't they now?"

"You know they have."

"You bet I know. Let 'em do a little dish-washing for me this year."—*Kansas City Journal*.

"MOBILE army about exhausted," said the Sweet Young Thing, reading the newspaper over his shoulder. "Why don't they send the Pensacola army to reinforce it?"—*Buffalo Express*.

A DISPLAY of Higgins' inks and adhesives takes up but little room, requires only a small initial outlay—and yields a more-than-satisfactory profit.

Isn't that the kind of a side-line you want to install?

Chas. M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y., will quote prices and explain the line in detail.

It was a New England parson who announced to his congregation one Sunday: "You'll be sorry to hear that the little church of Jonesville is once more tossed upon the waves, a sheep without a shepherd."—*Christian Register*.

DAINTY drinking tubes that reflect the refinement of your soda service—"Fluted" straws.

These tubes, untouched by hand and sterilized by heat, exactly resemble the natural rye straw, having the same fluted fibre and the same golden gloss.

If you are not familiar with the quality of "Fluted" straws, the Coe Manufacturing Co., 35 B. Warren Street, New York City, will send a sample box and quote prices. A postal card request will do.



VORTEX SANITARY SERVICE



For
ICE CREAM SODAS, SUNDAES,
HOT and COLD DRINKS.

VORTEX PAPER CUPS are sealed without glue, are tasteless, odorless, sanitary and attractive.



No Glasses to Break
No Glasses to Wash
No Glasses to Dry

The
VORTEX
Individual
Service

No Sloppy Conditions
No Hot Water
No Extra Expense

Consisting of Metal Holders and Paper Inserts, which must be used one in connection with the other, is fully covered by patents.

Write your jobber and if he
won't supply you write us.

**THE VORTEX MFG. CO.,
CHICAGO.**



Carter, "The Pill Roller"
Fayetteville, Tenn.

THE JUNE CIRCLE A CORK CONTEST WINNER.—In characteristic phraseology, Carter, "The Pill Roller," of Fayetteville, Tennessee, winner of the June Circle A prize, adds to the evidence against the "just-as-good" fallacy. His testimony, based on twenty years' experience, is another striking example of the futility of accepting

substitutes for standard products whose merits have withstood the test of years and warranted continuous advertising. Note the originality of expression:

"In my 20 years circling around and lighting here and there on an occasional 'Just as good,' I've invariably had to circle back to Circle A—for, it seems, 'It can't be did.' I surrendered to quality long ago."

Druggists or clerks who are not familiar with the condition of the Circle A Cork contest may obtain full information by referring to the advertisement of the Armstrong Cork Company, which appears on another page of this issue.

"WHY did she give up her lessons in painting on china?"

"Seems it was necessary to wash the dishes before you painted them. Now, you know, no girl is going to do that."—*Louisville Courier-Journal*.

"A RAILROAD'S chief need is a paradoxical one."

"What is that?"

"To be under a wreckless management."—*Baltimore American*.

THAT distinctive appearance evident in high-grade toilet goods can be imparted to your preparations if use is made of the products of the Consolidated Fruit Jar Co.

Included in the company's line are the Allen telescopic and Kent patent tops for cans and tooth powder bottles and also plain and decorated collapsible tubes, cast metal sprinkler tops, and other accessories, which serve to "dress up" a line of toilet articles.

Why not write to the company to-day for prices and further details?

DEPARTING DINER: "I'd like to give you a tip, waiter, but I find I have only my taxi fare left."

Waiter: "They do say, sir, that an after-dinner walk is very good for the 'ealth, sir."—*Boston Transcript*.

CUSTOMER confidence can be gained by supplying patrons with tried-and-proven articles—Antiphlogistine, for instance.

Antiphlogistine, when purchased in \$12 quantities, through jobbers, allows the druggist an extra discount of 5 per cent.

The HORLICK'S MALTED MILK COMPANY

Has been engaged for over a quarter of a century in manufacturing and marketing a product under a name which the Trade connects with Integrity in Business Dealings. The consumers throughout the world have learned that *HORLICK'S* is significant of *Quality and Honesty of Manufacture.*

ONLY GOOD THINGS ARE IMITATED.

CUSTOMER: "I've called about the cough mixture I bought. The first dose cured me."

Chemist: "The instantaneous effect of that preparation, sir, has been remarked by everybody."

Customer: "It's amazing; and, as there's only one dose gone, I thought perhaps you'd change what was left for some photographic plates."—*Punch.*

AQUEOUS preparations, such as syrups or medicated waters, if made with ordinary tap water, are likely to spoil quickly because of the impurities present. If made with distilled water their life is much longer because no foreign matter is present to start deterioration.

Distilled water made with the Stokes automatic water still costs but two cents a gallon to produce, a price so small that it may be considered negligible when the insurance against spoiling afforded is taken into account.

Stokes' stills are manufactured by the F. J. Stokes Machine Co., Philadelphia, Pa., and sell for \$18. The company will send a descriptive circular upon request.

"HAVE you any reference?"

"Yes, mum, but I left them at home. Like me photographs, they don't do me justice."—*Boston Transcript.*

TEACHER: "Children, how can we distinguish right from wrong?"

Pupil: "If we enjoy doing a thing, it's wrong."—*Life.*

"SERVICE" is the factor nowadays that creates business and holds customers.

A good way to convince women customers of the service accorded by your store is to suggest to them the value of Diamond Dyes as an agent for freshening up wash garments. Tell them that with a few packages of Diamond Dyes they can make an entirely new midsummer wardrobe from their present dresses.

Incidentally, you will help make satisfied patrons.

"I DON'T see why you are so down on Jones."

"He once tried to rob me of my reputation."

"You shouldn't have stopped him."—*Boston Transcript.*

IN midsummer, sore-footed customers usually head to the nearest drug store for relief.

Why not tell them about "Fastep," a foot powder that is designed especially for sore, swollen or inflamed feet.

"Fastep" is supplied to the trade by E. Fougere & Co., Inc., 90 Beekman Street, New York City. An inquiry, written on your letter-head, will bring attractive price quotations.

Over and above every other consideration quality is of paramount importance; and recognizing this fact we try to excel in the production of fine medicinal chemicals and invite every druggist to specify "N. Y. Q." when ordering from his jobber.

NEW YORK QUININE and CHEMICAL WORKS
NEW YORK LIMITED

THE teacher asked the boys if they could take off their coats.

"Yes, sir," came the answer.

"Can the bear take off his coat?"

Silence.

Then up spoke Willie. "Please, sir, no."

"Why?"

"'Cause God only knows where the buttons are."—*Yukon Times*.

WHERE it is desirable to grind large or small quantities of crude drugs, manufacturing chemists, proprietary medicine manufacturers, and drug and pharmaceutical houses find Mead mills to be of especial service.

A Mead mill grinds by impact; it has no friction surfaces. Among other points of superiority claimed for it are that it is simple in construction, has a large capacity, is very durable, and requires less power than other mills of similar capacities.

An illustrated catalogue, fully describing the mill, will be sent upon application to Mead & Co., 20th Street and M. C. R. R., Detroit, Mich.

HER: "You ought to have seen Mabel run the quarter-mile."

It: "What did she do it in?"

Her: "I don't know what you call the darned things."—*Leland Stanford University Chaparral*.

MRS. ARIA: "Are we photographed too often nowadays?"

The answer is in the negative.—*London Mail*.

THOROUGHLY practical in every sense of the word. Not a line of theory in the entire book.

That's one way of describing "Window Displays for Druggists."

One hundred and fifteen window trims—displays that have actually been made—are pictured, and full instructions given as to how they may be reproduced.

The book, now in its third edition, costs but \$1.00, and will be sent, prepaid, on application to E. G. Swift, Publisher, Box 484, Detroit, Mich.

DRUGGIST: "Not afraid of early hours, I suppose?"

Applicant: "No sir; you can't close too early for me."—*London Mail*.

FOUNTAIN favorites—Horlick's Malted Milk-and-egg drink combinations.

Horlick's needs but little introduction to soda fountain patrons. The product which has been made and marketed under the name of Horlick's for over a quarter of a century has convinced the public of its merits. Consumers appreciate its quality and honesty of manufacture.

Is the "Horlick's" sign in a prominent position on your fountain?



LOOK

At Last

An Ideal Preparation of Liquid Petrolatum

PETROCHONDRIN (ABBOTT)

This is a delightful aromatic emulsion, containing purified mineral oil. It is an excellent laxative emollient, indicated in persistent constipation, mucous colitis, intestinal indigestion, persistent infantile colic, and feeble nutrition. It gives results where other preparations fail. There is no leakage; it is more pleasant to take, being entirely free from the oily taste, and it is more effective because it mixes thoroughly with the feces.

Petrochondrin is also prescribed by many physicians as a vehicle in place of fermenting, irritation-producing syrups. For this purpose it is excellent.

Doctors are demanding this preparation in place of other liquid petrolatum products. Jobbers are stocking. Don't turn away trade. You can win patronage by ordering and recommending Petrochondrin (Abbott) wherever a pure mineral oil is asked for. This product is fully guaranteed. Money back if not satisfied.

Per dozen 16-ounce bottles	-	-	-	\$10.00
In less than half-dozen quantities, per bottle,	-	-	-	1.00
Per half-gallon bottle	-	-	-	3.00

Discount To The Retail Trade 15 per cent.

Literature on Request.

THE ABBOTT LABORATORIES

Seattle

San Francisco

Los Angeles

CHICAGO

Toronto

NEW YORK

Bombay

"WHY does a dog hang his tongue out of his mouth?" asked the teacher.

"Yes, my boy," he said to a bright-looking lad who held up his hand, while the light of genius was in his eye.

"To balance his tail!" shouted the bright boy.—*Chicago Sun.*

INSTEAD of powder puffs, many people of refinement are using absorbent cotton for applying talcum and face powders. The pieces of cotton, once used, are thrown away, thus rendering the process of application a sanitary one.

For this purpose "Salco" absorbent cotton is especially suitable. It is made from pure cotton just from the snow-white fields of the sunny south and is put up under special process in the most attractive sanitary package to be had.

If mention of the BULLETIN is made, the Southern Aseptic Laboratories, Inc., Columbia, S. C., will send a sample package of "Salco" cotton, free of charge.

BOBBY (trying to get away): "Say, pa, wait a minute. Didn't you tell the callers last night that I couldn't be beat for mischief?"

Father: "That's just what I did, you young rascal."

Bobby: "Well, then, what do you mean by beating me now?"—*Boston Transcript.*

"BEFORE I married her she thought me a treasure."

"And now?"

"Now she thinks I'm a treasury."—*London Opinion.*

UNDER the present Food and Drug Act it is dangerous to use essential oils of doubtful quality.

There is no need to take chances, however; essential oils having the label of Fritzsche Brothers, New York City, are guaranteed as to purity and quality.

Your jobber has them.

"ARE you fond of music?"

"Music!" exclaimed the enthusiastic young woman.

"I am perfectly devoted to music. I could dance to it all night."—*Washington Star.*

PURE tin tubes of all kinds and for all purposes, that are put through a most careful inspection all the way from the raw tin to the final packing, and that are guaranteed to give entire satisfaction, are manufactured by A. H. Wirz, Inc., Chester, Pa. This concern also manufactures sprinkler tops that are distinctive in appearance and quality.

If desired, the company will submit a design of a sprinkler top for your own individual use or it will quote prices and submit samples of any of its stock products.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors

44 East 23rd Street, New York

BRANCH OFFICES:

Paris, France 42 Rue du Marche

London, England 11 Queen Victoria Street

Sydney, N. S. W., Australia, 416-418 George Street

All Jobbers Sell It

"THE world is getting too blamed hurried," said the thin man. "The other day I had occasion to write on business to the proprietor of this café and rubber-stamped my letter, 'Dictated but not read.'"

"Well?" asked the fat man, "go on."

"At dinner last night, my soup came in with a card on the side: 'Cooked but not tasted.'"—*Lance Tatler.*

SUMMER-TIME suns cause an increased demand for cold creams.

Why not make your own product the best seller by packing it in an American Can Company decorated package?

The company's cold cream box is lithographed in bright attractive colors, making it a very handsome display package which leads to easy sales.

The cold cream box is one of the many attractive containers in catalogue No. 21, a copy of which will be forwarded upon application to any of the company's offices in New York, Chicago, San Francisco or other large cities.

"I HEARD Mr. Subbubs speaking most beautifully of his wife to another lady on the train just now. Rather unusual in a man these days."

"Not under the circumstances. That was a new cook he was escorting out."—*Louisville Courier-Journal.*

"WHEN a girl promises to marry a man, Miss Ginger, isn't it a sure proof that she loves him?"

"Not at all. She might do it just to spite another man."—*Judge.*

ASKING for the literature and catalogue issued by the George R. Fuller Company, 99 N. Clinton Avenue, Rochester, N. Y., will enable you to make an occasional sale showing a highly desirable profit.

The Fuller Company manufactures the "Walkeasy" artificial leg and other appliances.

MISS HEAVYWEIGHT (to man she has collided with and floored): "You—you—Oh, I don't know what to call you!"

Victim (painfully): "Call me an ambulance."—*Boston Transcript.*

ONE fluidounce of a saturated solution of potassium iodide contains 480 grains of the salt—provided the iodide used complies with the requirements of the U. S. P.

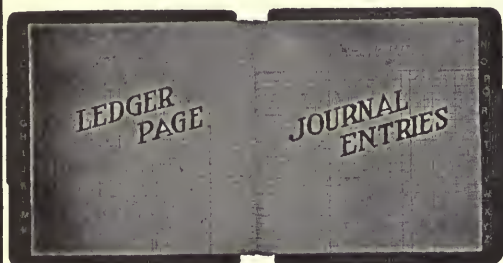
Potassium iodide manufactured by the Albany Chemical Company, Albany, N. Y., meets every requirement of the U. S. P.

The company will quote prices on this and other medicinal, photographic and technical chemicals in original or broken packages.

Combined Ledger-

DUPLICATING

Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

\$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

"PLEASE, lady, could you give me a dime to help me get to where my family is?"

"Oh, you poor man! Here is a dime for you. Where is your family?"

"Gone to the movies."—*New York World*.

BULLETIN readers who have soda fountains will be interested in the following communication from the Richardson Corporation, manufacturers of "Maid of Honor" syrups, Rochester, New York:

"The buyer for a large and well-known wholesale drug concern in the west made a trip east about the middle of June, and at our suggestion stopped off at Rochester and spent a day at our factory.

"The strawberry season was then at its height, and our visitor was amazed to see three cars of big luscious berries unloaded at our switch. When we explained to him that every day during the strawberry season we received three or four carloads of just such high-grade fruit, besides thousands of quarts of strawberries brought to us by farmers in the vicinity of Rochester, he could scarcely believe that one concern could handle so large a quantity. He watched with great interest the entire process of sorting, hulling, and washing this fruit and placing it in the jars ready for the big steam retorts, where it is cooked at exactly the right temperature—just long enough to assure sterilization without changing its natural color or flavor.

"When he left, he said: 'This visit has certainly been a revelation to me. I had no idea that a factory could be kept so clean and orderly or that employees were ever treated with such kindness and consideration. Your sunny, cheerful workrooms, this great expanse of white walls, and above all, the spirit of coöperation and congeniality which is so noticeable give me a new standard for factory equipment and factory management. I shall take pleasure in recommending "Maid of Honor" Fruits and Syrups to all our customers and shall look for big things from the Richardson Corporation within the next year. With your standards of quality and coöperation with the fountain owner, you're bound to win, and win big.'

"We only wish that more of the jobbers and dealers, interested in the soda-water business might come to our plant and see 'Maid of Honor' products in the making. That is the best kind of advertising we could possibly have."

"WHY did Reverend Binks leave his charge?"

"He said his parishioners were guilty of contributory negligence."—*Judge*.

DAY ointment mills, for grinding ointments of various kinds into smooth pastes or masses, are supplied in one, two, and four-quart sizes.

For prices or other details write to the J. H. Day Co., Cincinnati, Ohio.

PLAINTIFF'S LAWYER: "I rest the case."

Defendant's Ditto: "You ought to; it's pretty weak."—*Boston Transcript*.

DURING the recent Shakespeare celebration, a number of local amateurs appeared in the great dramatist's most famous tragedy. Next day the principal actor inquired of a critical friend what he thought of the performance.

"It was great! Simply gerat!" was the reply. "As you played Hamlet it was easy to see why Ophelia should go and drown herself."—*Boston Transcript*.

PHILADELPHIA COLLEGE OF PHARMACY COMMENCEMENT.—The exercises of the ninety-fifth annual commencement of the Philadelphia College of Pharmacy opened on Sunday, June 4, with baccalaureate services conducted by Rev. David M. Steele in St. Luke's Episcopal church.

On Monday, June 5, the faculty tendered a banquet to the graduating class, Prof. Joseph P. Remington, dean of the college, acting as toastmaster. Short addresses were made by members of the faculty and of the graduating class.

The alumni reception was held on the afternoon of Tuesday, June 6. Following the reception an interesting one-act comedy was presented by the members of the class. In the evening of the same day the alumni dinner was held at the Hotel Adelphi, over 300 alumni being present. Dr. Ross V. Patterson, dean of the Jefferson Medical College, was the principal speaker. Other speakers were Howard B. French, president of the college, and Joseph L. Lemberger, vice-president.

The commencement day exercises were held on Wednesday, June 7, the principal speaker being John G. Wilson, D.D. Prizes were awarded the following students for excellence in scholarship: Edward J. Hughes, William A. Wallace, Guy W. Showers, Luisa L. Escanaverino, Maria D. Escanaverino, John Martin, John W. Straup, John R. Graham, Albin Stikarofsky, and Max W. Steel.

CRICKET: "How is your new book?"

Author: "Why, I think it is punk, but my publisher thinks it is better than my last one."

Cricket: "Cheer up—maybe you are both right."—*Judge*.

WASTE PAPER is worth from \$9 to \$15 a ton, yet in many stores hundreds of pounds of it are thrown away monthly. If such is the practice in your store, why not stop the loss by installing a waste-paper baler?

The Gem baler, made by the Gem Manufacturing Co., Bascom, Ohio, is inexpensive; it is capable of making a 100-pound bale and is claimed to be simple, strong, durable, and efficient. A list of 300 paper-buying mills is sent free with each baler.

Catalogue No. 42, issued by the company, will tell you all about it. Send for a copy to-day, mentioning the BULLETIN.

"How much vas dose collars?"

"Two for a quarter?"

"How much for vun?"

"Fifteen cents."

"Giff me de odder vun."—*Yale Record*.

A Ten Year Triumph

ONLY ten years have passed since gummed labels in rolls for druggists' use were making their first appearance.

So rapidly have these grown in popularity that already over ten thousand druggists are using gummed roll labels in preference to the old style loose, flat labels.

Now comes the final tribute to the triumph of the gummed roll labels, from the competitors—the printers of flat lithograph labels, who are to-day preparing to supply the roll labels. This they can do, but what they cannot do is to furnish the patented fixture solely responsible for the present roll label demand, namely, the

McCourt Label Cabinet

with

McCourt Gummed Roll Labels

Any substitutes offered can be only imitations, and like all imitations, vastly inferior to the original. The basic features that have brought the McCourt Label System such a countrywide success, are patented and cannot even be imitated.

Keep up with the procession. Find out now about the McCourt Cabinet and Labels that, in the brief space of ten years, have literally revolutionized the drug label business.

McCourt Catalog with Prices is Free

Write for this catalog to-day, and if you are a registered druggist and want to test the quality of McCourt Labels,

Enclose 15c for 500 Labels

(Introductory Offer Only)

printed in two colors with your name and enclosed in cardboard case for convenient use.

We furnish a money-saving pill and powder box service for McCourt Customers—another reason for you writing us without delay.

McCourt Label Cabinet Co.

47 Bennett Street - Bradford, Pa.



Model 60 (smaller cabinets for smaller stores). This model with stock of 55 shop labels, 3 strip labels and 1000 of different size Rx labels, \$33.10.

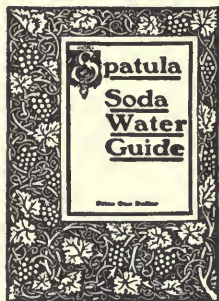


Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for subscribers of the *SPATULA*. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us \$1.00 (Foreign 5/6) for a new subscription to the *SPATULA* and will ask for it, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER

GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10 1/2 x 8, bound in an attractive cover. Post-paid, \$1.00 (Foreign 4s.); with *SPATULA* 1 year, \$1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9 1/2 x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with *THE SPATULA* 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with *THE SPATULA* 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for *Spatula Soda Girl* in colors on card-board, sample copy of *Spatula* and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

BULLY FOR BELLA.

Bella's a-basting bellybands for Belgians,
Such bully, wooly bellybands our Bella blithely bastes;
Some Belgians bawl out "Rotten!"
These ain't wool—they're only cotton!"
And the Belgians' bellies bulge beneath our Bella's bellybands.
—Burt's Box Bulletin.

THE FLAG.—Straining at the halyard in the capering breeze, reaching up to the summer heavens, whence came its star-studded field, the flag snaps and flutters. A band plays a swinging, stepping sort of number, and comes to a halt before the tall white staff.

It is not strange that red-blooded Americans love the flag with intense devotion. It was very close to the early patriots, and inspired them in the darkest days of the War of the Revolution. It was the pride of the greatest of the patriots. General Washington, the supreme figure in our history, designed it himself. He was a surveyor, it will be remembered, and clever draughtsman. He made the sketch that was shown to Mrs. Elizabeth Ross, an expert needlewoman of Philadelphia, and with Colonel George Ross, a brother-in-law of "Mrs. Betsy," and Robert Morris, explained how they wanted the banner fashioned. These men had been commissioned by the Continental Congress to arrange for the making of the flag. And everybody remembers the story of how Mrs. Ross showed General Washington the way to fold a piece of paper so that with one snip of the scissors a five-pointed star might be made. She is said to have suggested that General Washington re-draw his design, which he did, and from the second design, Mrs. Ross made the first flag.

The stars were arranged in a circular fashion but later were set in three rows, two of four stars each and a row of five in the center.

This is the flag that was duly adopted by Congress, June 14, 1777, in Independence Hall, Philadelphia, and brought forth the following resolution:

"Resolved—that the flag of the thirteen United States be thirteen stripes, alternate red and white; that the Union be thirteen stars, white in a blue field, representing a new constellation."

At the time of the resolution General Washington said, "We take the star from Heaven, the red from our mother country, separating it by white stripes, thus showing that we have separated from her, and the white stripes shall go down to posterity representing Liberty."

The first time the Star Spangled Banner flew over the army in battle was September 11, 1777, at the Brandywine, as far as records show.

Historians seem to disagree about where the idea for the stripes originated. It is certain, however, that on January 2, 1777, when General Washington took command of the Continental troops, the flag representing the United Colonies was of thirteen stripes, alternate red and white, and with the cross of St. George for a Union.

On December 13, 1775, Washington and Benjamin Franklin were at a dinner party with a number of other patriots, and the conversation turned to the subject of a flag. It is said that Franklin suggested the striped banner, in a neat speech pointing out various symbols. Another historian declares the flag was that of the East India Company. It was called the "Union

Flag," and now is often referred to as "The Cambridge Flag," for it was at Cambridge where Washington became commander of the army.

In 1794, when Vermont and Kentucky were admitted as States, Congress ordered that after May 1, 1795, the flag should have fifteen stripes and fifteen stars. More than twenty years later Congress came to see that, with the country growing so rapidly, it would be impossible to add a star and a stripe for every new state. And on April 4, 1818, the banner was changed back to the form in which Washington designed it, with the exception that there were twenty stars. In the act passed by Congress at this time, there was also a provision that a star be added to the flag every time a new state was admitted, "such addition to take effect on the fourth day of July next succeeding such admission."

Our flag is one of the oldest in the world. It is older than the Union Jack of Great Britain, than the French Tricolor, than the flag of Spain, and was designed more than a hundred years before the flags of Germany and Italy were adopted.

The favorite size of the flag, the size generally used by the Government, is nine feet nine inches long by six feet six inches broad. The Union is three feet nine inches by three feet six inches. The stripes are six inches wide, and the five-point stars will fit within a four-inch circle.

The first flag ever placed on American soil is supposed to have been the banner of the raven, by Lief Ericson in A. D. 1000. The English ensign was flown on the continent first by John Cabot in 1494. The pilgrims at Plymouth Rock hoisted the flag of St. George.

The first venture in Colonial American heraldry was the Pine Tree flag, which was a symbol of democracy. The people of the colonies met under the trees on the commons for discussion of their local affairs.

Captain William Driver, of Nashville, Tenn., is said to have been first to call the flag "Old Glory." Letters written by him as early as 1863, in which he thus referred to the flag, are on record. The name is a favorite with Americans, and is affectionately hailed as such over more than 3,700,000 square miles of territory, and proclaims Liberty and Justice, as Washington said it should, for more than one hundred million people living in the United States of America.—Distributed to its employees by Packard Motor Company, Detroit.

"ARTHUR, dear, the doctor says I need a change of climate."

"All right, the weather-man says it will be cooler to-morrow."—*Judge.*

UNIFORMITY in height, weight and capacity is a feature of the machine-made bottles produced by the celebrated "Owens" process in use at the Whitney Glass Works, Glassboro, N. J.

The company will quote prices on application.

COLLECTOR: "Did you look at that little bill I left yesterday, sir?"

House Member: "Yes; it has passed the first reading."—*Boston Transcript.*



DETROIT
1000 Rooms 1000 Baths



BUFFALO
450 Rooms 450 Baths



CLEVELAND
1000 Rooms 1000 Baths

What We Promise

HOTELS Statler promise certain definite things to *every* patron—to you. Among them are:

A courteous, gracious, interested service from employees.

A little more than full value for your money, whatever the amount you spend.

Instant, cheerful and satisfactory adjustment of any complaint.

A complete equipment that makes for your comfort in many unusual ways.

If we were not making good on these promises we could not be building a fourth Hotel Statler at St. Louis (to be opened next year). For it is only by pleasing people that we can grow.

Every—every—Hotel Statler room has private bath; outside light and air; circulating ice-water; writing desk with plenty of stationery, etc.; local and long distance telephones; pin-cushion, with needles, thread, buttons, etc.; candle for a low night-light, and numerous other unusual conveniences. Morning paper delivered free to every guest-room.

**HOTELS
STATLER**
BUFFALO—CLEVELAND—DETROIT

Hotel Statler, ST. LOUIS, now building.

• Rates from \$1⁵⁰ Per Day



WARNER'S SAFE REMEDIES

In Constant Demand
Everywhere



The great popularity of these reliable remedies makes it to your advantage to keep up your stock at all times.



WARNER'S SAFE KIDNEY AND LIVER REMEDY
WARNER'S SAFE DIABETES REMEDY
WARNER'S SAFE RHEUMATIC REMEDY
WARNER'S SAFE ASTHMA REMEDY
WARNER'S SAFE NERVINE
WARNER'S SAFE PILLS

3% on \$24.00 Quantities; 5% on \$48.00 Quantities.

SOLD BY ALL WHOLESALE DRUGGISTS.

WARNER'S SAFE REMEDIES CO.,
ROCHESTER, N. Y.

THE LINE OF LEAST RESISTANCE



STONE'S SEAMLESS STRAWS

Perfect Straws
Perfectly Packed

The Stone Straw Company

Sole Makers
Washington, D. C.

LAWYER: "What sort of a neighbor is he?"

Witness: "Best one I ever had. Lived next to him five years."

"Then you know him intimately?"

"Never spoke to him."—*Life*.

RICHARDSON CORPORATION ANNOUNCES OPENING.—Of particular interest to many BULLETIN readers should be the four-page insert which appears in the advertising pages of this issue and which announces the policies of the recently-formed Richardson Corporation, of Rochester, N. Y.

The Richardson Corporation manufactures "Maid of Honor" syrups and crushed fruits for soda fountain use in a new factory which is the last word in sanitary construction. The factory is of the modern type of construction, with glass saw-tooth roof, admitting an abundance of fresh air and sunshine. The interior is finished in white enamel; the floors in the laboratory and work room are of cement; all employees wear spotless white uniforms.

All fruits used in making "Maid of Honor" products are required to pass a most rigid inspection, only the choicest entering into the finished preparations. Pure granulated sugar only is used and every jar and utensil is thoroughly sterilized to insure its scrupulous cleanliness.

A special feature of the Richardson Corporation, and one which is sure to be appreciated by druggists, is the retail service department. This service is in charge of a thoroughly competent soda water man who will solve any problems arising in soda fountain departments. There is no charge for the service and it is freely available for every one interested in the soda water business.

The factory of the Richardson Corporation is open for inspection at all times and a cordial invitation is extended druggists to visit the plant and see for themselves the favorable conditions under which "Maid of Honor" syrups and crushed fruits are made.

MEDICAL PROFESSOR: "What is the result, young gentlemen, when a patient's temperature goes down as far as it can?"

Student: "Why—er—he gets cold feet!"—*London Mail*.

BECAUSE of their high standard of excellence, "M. C. W." chemicals are preferred by many critical dispensers who realize that the efficiency of their preparations depends upon the quality of the ingredients entering into them.

"M. C. W." chemicals are produced by the Mal-linckrodt Chemical Works, of St. Louis and New York, and are carried in stock, in original packages bearing the "M. C. W." label, by wholesalers everywhere.

"WHY is it we don't hear any more complaints about defective life-preservers on ships?"

"Nobody has time to put them on."—*Judge*.

"I TOLD you not to make me take a bath, ma. Look how plain that hole in my stocking shows now."—Judge.

TENTH ANNIVERSARY MEETING OF THE AMERICAN DRUGGISTS' FIRE INSURANCE COMPANY.—When on Monday evening, May 22, at Cincinnati, President Chas. H. Avery of The American Druggists' Fire Insurance Company called to order the convention of its State agents it marked the first time in the history of drug affairs in this country that a convention was held for the exclusive purpose of considering all features which concern druggists' fire insurance. The fact that State agents from all over the country were in attendance, made the meeting truly national in character, and gave opportunity to study and consider the view-points as they prevail in every section of the United States.

Among the more interesting subjects discussed were those which concern the depreciation in value of drug stocks and drug fixtures, and the matter of expediting the adjustment of fire losses. The opinion was quite general that insurance companies should agree upon the value of the property insured when writing insurance, rather than to question such values as being excessive after a fire loss has occurred, and after the premium had been accepted.

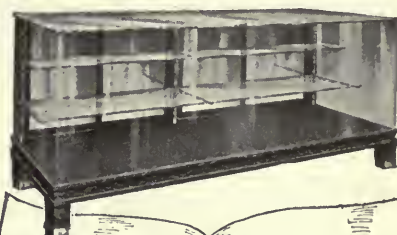


Officers, directors and State agents of the American Druggists' Fire Insurance Company in session at Cincinnati, Ohio, May 25, 1916.

During the convention an address was made by Dr. James Hartley Beal on Drug Trade Coöperation, the importance of which was recognized by all. The convention was also more than noteworthy because of the fact that the tenth anniversary celebration was honored by the presence of the national officers of both the A. Ph. A. and the N. A. R. D., which is possibly the first time in the history of these two organizations that most of their officers were together.

The last afternoon and evening of the convention was devoted to pleasure and entertainment. The hearty good-will of the Ohio Valley Druggists' Association was evidenced by its entertainment of all of the visitors with an automobile ride through the city and its suburbs, twenty-five members of the O. V. D. A. furnishing their own cars for that purpose. A luncheon was served at noon and the festivities concluded with a banquet in the evening. On the latter occasion appropriate toasts were responded to by Dr. Wm. C. Alpers, M. A. Stout, Thos. H. Potts, E. G. Eberle, Hugh Craig, Prof. John Uri Lloyd, Dr. John C. Otis, Chas. H. Huhn, and L. G. Heinritz. Dr. Wm. C. Anderson acted as toastmaster.

Pick Out Your Show Cases



Before you buy Show Cases study the question. Get a fund of information first.

OUR complete Manual on Show Cases and Modern Store Equipment will be sent any merchant free on request. Over 282 illustrations. Instructions complete for making your own estimates. Get it. Study it.

Send now for this
Quincy Special
Catalog 22

Quincy Show Case Works
Quincy, Ill.

PEERLESS BRAND

CORKS

Manufactured expressly for the

Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

Trained Opticians Needed

THERE is yet an important field that is not overcrowded. Proprietors need help because their assistants are branching out for themselves. You can earn big money Fitting Eyeglasses. The various States require that you take a course in a recognized school before you are permitted to actually Fit Glasses. If you will drop a postal to George W. McFatrigh, M.D., President Northern Illinois College, 159 N. State Street, Chicago, he will tell you how. Attendance and Correspondence Courses.

THE MICHIGAN MEETING.—The Michigan State Pharmaceutical Association closed a very successful three days' session at Detroit on June 22. The meeting was well attended and the reports of the different committees show marked progress during the year, more than a hundred new members having been secured.

It is the tendency of gatherings of this kind everywhere to get away from the academic. Papers no longer treat of the amount of fixed oil in eucalyptus, for instance, but matters pertaining to practical phases of the calling are crowding themselves to the front for discussion. It is quite impossible to participate, or even listen, without taking away a number of ideas that can be transformed directly into that substance which pays the rent.

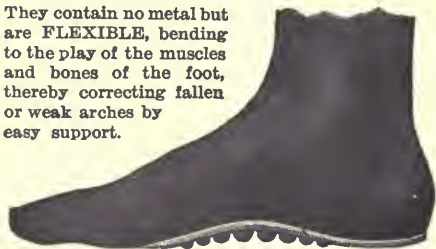


President Jongejan and J. J. Dooley.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are **FLEXIBLE**, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY
370 ATLANTIC AVE., - BOSTON, MASS.

As an illustration of this point, E. W. Austin, of Midland, quite incidentally told how he gets his book-keeping taken care of. He has a rural mail carrier do it, and the expense is very nominal, for the carrier is utilizing spare time. Another speaker said that he has a bookkeeper from one of the banks come into his store after the bank is closed for the day and do the desk work. In this manner his set of double-entry books is kept up to the minute and he always knows where his business stands, for he has shaped up a system of business records which keeps him pretty well in touch with what he is doing—or not doing, which very often is of just as much importance.

Druggists as a rule do not have time for all this, and these suggestions are good ones.

Secretary D. D. Alton, of Fremont, suggested what ought to be an effective method of handling the collection of association dues. His plan is to send a statement January first, a second statement on February first, if necessary, and on March first to draw on all delinquents. The penalty of failing to honor the draft would be to be dropped from the membership roll.

Four members of the State Board of Pharmacy were in attendance, and Secretary Chas. S. Koon of the Board advanced the opinion that a marked change of sentiment among druggists was discernible, with regard to the handling of liquor. Druggists as a class do not uphold liquor-selling, and many are willing to go to the extreme of not carrying it in stock, rather

than be bothered, or share the odium that a very few stores cast on the entire profession.

E. E. Faulkner, Delton, E. T. Boden, Bay City, and L. A. Seltzer, Detroit, other members of the Board, were active on the floor, and Mr. Seltzer read a paper in which he advocated the abolition of the assistant pharmacist's certificate. It was the speaker's contention that we have outgrown the need of the classification that now exists.

During the different sessions addresses were made by Chas. M. Woodruff, Secretary of the National Association of Manufacturers of Medicinal Products; by W. H. Marsh, of the Advertising Service Division of the Burroughs Adding Machine Co.; by C. N. Burrows, President of the One Cent Letter Postage Association; by Prof. E. J. Parr, of the Ferris Institute, Big Rapids; and by Thos. H. Potts, Secretary of the N. A. R. D.

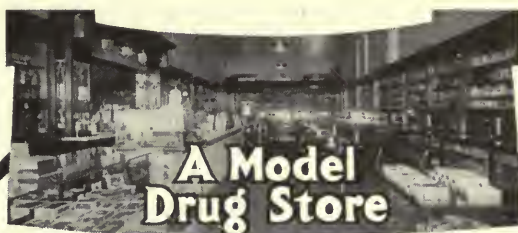
The entertainment features were ample. There was an informal reception and ball held, of course, on the evening of the first day of the convention, June 20—this in the Grand Ball-room, roof garden, Hotel Tuller. On Wednesday afternoon the delegates, together with the ladies, inspected the laboratories of Parke, Davis & Co., after which a boat ride was enjoyed on the river. During the evening of the same day Farrand, Williams & Clark entertained the visiting ladies with a cabaret dinner at the Hotel Statler. After the session had been formally closed on Thursday, the druggists were guests of Nelson, Baker & Co. at a ball game at Navin Field, the ladies being included in the invitation; and on the evening of the same day the Michigan Drug Co. entertained the ladies with a theater party at the Temple, followed by a supper at the Detroit Athletic Club. Frederick Stearns & Co. entertained the gentlemen the same evening with a smoker at the Hotel Tuller, followed by a full ceremonial session of the Laughing Order of Hyenas.

In order to learn what is meant by the Laughing Order of Hyenas, one must join. The obligations are somewhat onerous, but there are no dues.

President C. H. Jongejan, Grand Rapids, was re-elected. The first vice-president is A. B. Robertson, Lansing; second vice-president, J. D. Hallock, Hillsdale; treasurer, John Steketee, Grand Rapids (re-elected); secretary, E. F. Wheaton, Jackson; new members of the executive committee, C. A. Weaver, Detroit; H. M. Goodale, Battle Creek.

The time for holding the next meeting and the place at which it shall be held was left to the discretion of the executive committee.

The Michigan Pharmaceutical Travelers' Association, which met in conjunction with the druggists' annual convention, elected the following officers: President, F. L. Raymond, Grand Rapids; first vice-president, Butler F. Treat, Detroit; second vice-president, H. B. Thayer, Detroit; third vice-president, W. O. Gladding, Kalamazoo; secretary-treasurer, W. S. Lawton, Grand Rapids. Members of the council are: W. F. Griffith, Howell, chairman; W. H. Martin, Detroit; M. A. Jones, Ypsilanti; A. J. Foster, Ann Arbor; F. E. Wicks, Detroit; H. C. Reinhold, Detroit; H. R. MacDonald, Grand Rapids; and Leo A. Cara, Grand Rapids.



—equipped with a Victor Drug Outfit.

Victor Sectional Drug Outfits—shelving and prescription cases—offer equipment of the handsomest, most modern, sanitary and convenient construction which is *elastic* and adaptable to every size and shape of drug store. Victor Sectional Drug Outfits have dust-tight doors running on steel tracks, and ball-bearing rollers. The cost is 10 per cent to 20 per cent less than similar made-to-order outfits.

We also make show-cases, cigar-cases, wrapping counters, settees, wainscotings, etc.

We are the largest manufacturers of Drug Fixtures and show-cases in the United States and sell through Jobbers.

Write your favorite Drug Jobber for our Catalog.

BENDERSCHIED MFG. CO.

2800-2826 N. 9th St.,

ST. LOUIS, MO.



OUR NEW Plug Sprinkler

Is Absolutely
LEAK PROOF

Neat in appearance, Simplest Construction of any sprinkler on the market.

COLLAPSIBLE TUBES

for all purposes for which tubes are used.



**METAL SYRINGES,
SUPPOSITORY MOULDS,**
Over 200 Shapes and Sizes.

**HAND PILL MACHINES.
TIN SPOUTS**

For Bug Poison.

ASK FOR
SAMPLES
PRICES
CATALOGUE

A. H. WIRZ

Incorporated
CHESTER, PA.

Circle A Cork Contest Prize Winner for June



Carter, "The Pill Roller"
Fayetteville, Tenn.

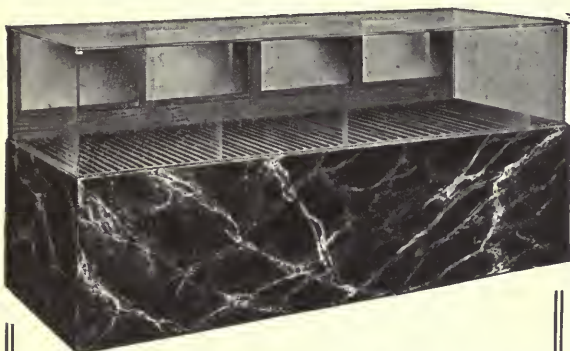
"In my 20 years circling around and lighting here and there on an occasional 'just-as-good,' I've invariably had to circle back to Circle A—for it seems, 'It can't be did,' I surrendered to quality long ago."

Each month until January 1917, to the pharmacist or any employee in a pharmacy who, in 50 words or less, submits the best reason for using Circle A Corks in prescriptions, we shall send free of charge, (express prepaid) a bag of 1000 Extra Long Circle A Corks in sizes from 2 to 6. The winning answer together with a picture of the contestant or the store (if furnished by him when requested) will be published each month in the various drug journals in which we advertise.

Contestants may submit as many answers as they desire and may compete each month. Only one bag of corks, however, will be awarded to a pharmacy. All answers to compete for the August prize must reach us before the 20th of July.

Armstrong Cork Company
113 Twenty-third St. Pittsburgh, Pa.

Circle A and Circle B Corks are sold by jobbers everywhere



Increasing Sales and Profits.

NEW WAY store equipment is overcoming the problems—and increasing sales and profits for hundreds of modern drug stores—and it will do the same for you.

The line is completely and interestingly covered in our new catalogue "D"—which is now ready. Send for your copy to-day.

GRAND RAPIDS SHOW CASE CO.

Largest Manufacturers of Store Furniture in the World.

GRAND RAPIDS, MICHIGAN.

Branch Factory: LUTKE MFG. CO., Portland, Ore.

OFFICES AND SHOW ROOMS:

NEW YORK, 724 Broadway.	CHICAGO, 316-18 W. Jackson Blvd.	ST. PAUL, 315 Jackson St.
St. Louis, 1134 Washington Ave.	PITTSBURGH, 928 Penn Ave.	DALLAS 409 Scollard Bldg.

Boston,
Room 305 Harvey Building,
Corner Chauncey and Bedford Sts.
Boston, Mass.

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles

Narrow and Wide Mouth

by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York

Philadelphia

Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

HUSBAND: "This is the limit! You've ordered two new dresses—don't you know that we are already head over ears in debt?"

Wife: "Oh, yes, I know—but the dressmaker doesn't."—*Boston Transcript*.

HERE's a novelty that will appeal to many of your women patrons: Sparkling Beauty Marks.

The marks consist of variously shaped pieces of black court plaster set with brilliant stones that sparkle in the light. For sales purposes the marks are supplied on a display card showing the face of a pretty girl with a real mark attached.

Sparkling Beauty Marks retail at 25 cents for a package containing 6 marks and are sold to the trade at \$3.00 a gross (12½ cents a package) by Apt & Frankel, 205 W. 19th Street, New York City.

HE: "But doesn't my devotion arouse in you some feeling for me?"

She: "Oh, yes; the sort of feeling one takes a tonic for in the spring."—*Boston Transcript*.

"Isn't there a great deal of *esprit de corps* in that organization?"

"Not a bit of it. Every man Jack in it is on the water wagon."—*Baltimore American*.

'FLUTED' SODA STRAWS

Dainty drinking tubes that reflect the refinement of your soda service.

They exactly resemble the natural rye straw, having the same fluted fibre and the same beautiful golden gloss.

Untouched by hand and sterilized by heat, "FLUTED" STRAWS are the acme of perfection in drinking tubes.

Sample box on request.

COE MANUFACTURING CO.

35 B. WARREN ST., NEW YORK.



"It's deplorable," sighed Felicia, "that these high winds continue, and it's embarrassing as well. However, I have nothing to be ashamed of."—*Lance Tatler.*

A SIMPLE, SAFE AND SANITARY METAL CAP.—It doesn't take much, sometimes, to disgruntle a customer. A metal jar-cap that fails to come off readily, a cork-stopper that breaks in the bottle neck, or a closure which, when once removed, cannot be firmly replaced, often creates dissatisfaction and causes a patron to take his business elsewhere.

Using "Upressit" metal caps, however, will do away with these possible trade-losers. A "Upressit" cap is a simple device which will effectually close the top of any jar or bottle and at the same time keep the mouth of the container in a sanitary condition, and thoroughly protect the contents of the package.

In operation the "Upressit" cap is exceedingly simple. A firm pressure on the center of the cap releases the cover so that it is easily taken off, while a downward pressure on the outer edge firmly seals the package and permits of the contents being kept in a fresh condition for an indefinite time. The caps are cheaper to use than good corks and have none of the latter's disadvantages.

"Upressit" caps are manufactured by the U. S. Metal Cap & Seal Co., 107 West 13th Street, New York City, which company, upon mention of the BULLETIN, will send a sample and full particulars to any interested druggist.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.



A Paying Plan

Keep a bottle of PLUTO WATER at the fountain, display it at the counter and in your window. Serve a wineglassful in the ordinary soda glass, and fill up with charged water. It's a reliable laxative, will be frequently called for, and brings a big profit. The dose costs you about 2c, and you charge ten to fifteen cents for it, according to the location of your store.

The plan works—it pays! Place your order at once.

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana

If You Didn't Get in LAST MONTH Get in THIS MONTH

LAST MONTH we told how the "Lucky Seven" were going to sell *great big* this summer.

THIS MONTH we are telling you that they *did* sell. At amusement places of all kinds and at candy stores, the turn-overs came even faster than we expected. *And that's pretty fast!* But summer isn't over yet. There's still time for you to make a killing with Necco Lemon Drops, Hoarhound Drops, Sweethearts, Boston Baked Beans, Necco and Hub Wafers.



Write your jobber to-day.

And remember, that while Necco makes a big hit in summer, it's a one-hundred-per-cent selling line all year round.

We would like you to know the 500 varieties of rapid selling confections we manufacture. There are some kinds that will just suit your needs.

NEW ENGLAND
CONFECTIONERY CO.
Boston, Mass.



CONSOLIDATED FRUIT JAR CO.

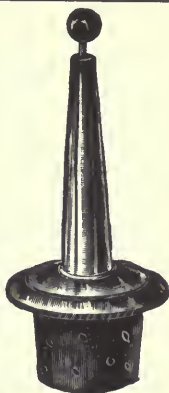
Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS
for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.
Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway



POMPEIAN OLIVE OIL ALWAYS FRESH

DOCTORS recommend Pompeian—its merit has won the endorsement of hospitals all over the country—for Pompeian—finest quality olive oil—is *always fresh*.

¶ The enlightened purchasing public is now, at last, face to face with the fact that olive oil cannot remain sweet and pure indefinitely—as tinned vegetables. They realize that olive oil is a commodity that should be handled with the same care as dairy products.

¶ Fresh eggs, fresh butter, sweet milk—and Pompeian Olive Oil—the up-to-date housewife places them in the same category. For the Pompeian Company—proud of its product and solicitous for the welfare of its consumers—jealously protects the sweetness of Pompeian Olive Oil.

Write for our book of selected salad recipes
mailed free to any address

FULL MEASURE TINS

Gallons Half-Gallons

Quarts Pints Half-Pints

THE POMPEIAN COMPANY
GENOA, ITALY BALTIMORE, U. S. A.

THE STANDARD IMPORTED OLIVE OIL

BOUNDER: "I wonder why we see so many more artificial limbs nowadays than we did when we were boys?"

Rounder: "Oh, I suppose it's because we were not permitted to attend burlesque shows as often then as we do now."—*Indianapolis Star*.

ARE you cramped for room in your store?

If you are, or if any other fixture problems bother, the experts in the employ of the Wilmarth Show Case Co., 1510 Jefferson Avenue, Grand Rapids, Mich., are ready to help you.

To quote the company: "When you purchase Wilmarth equipment you get something else besides glass, metal and wood. You get Wilmarth quality—expert merchandise experience suited to your individual store problems."

A postal card, mentioning the BULLETIN, will put you in touch with the company's service department.

"WHAT is a dilettante?"

"Well, the term applies pretty well to the idea of cooking habitually in a chafing dish."—*Louisville Courier-Journal*.

"WHAT is experience, anyway?"

"It's what the other fellow leaves you."—*Boston Transcript*.

Free to the Drug Dealer.

Here is a free offer that you cannot afford to overlook. In order to prove what our Sponge Rubber Corn, Bunion and Callous Shields will do, we will mail you free upon request one selling package of each thickness of our Sponge Rubber Corn Shields, which retail for 25 cents per box and guaranteed to give immediate relief. We know that after you have examined these you will order more, as our Shields do not pack down or get hard like other Shields, and they will last indefinitely and give absolute satisfaction. Our Shields are made of the highest grade Sponge Rubber and they are sanitary, can be removed each night, and they may be washed as often as desired.

SEND TO-DAY FOR OUR FREE OFFER.

LEXEL FOOT EASE CO.
ASHLAND, O.

JOHN: "The French have gained four hundred meters from the enemy."

Auntie: "How splendid! That should help to put a stop to those dreadful gas-attacks!"—*Tit-Bits*.

OPPORTUNITIES for making sales to automobilists are so evident that they need no description. The problem is not to get motorists to buy after they stop at a store but to cause them to halt in the first place. Once at the store sales are likely to follow automatically provided the merchandise is of an attractive or desirable nature.

One of the most effective means for stopping passing motorists, and one which is used by many druggists, is the installation of a Wayne Monarch gasoline curb pump.

The Wayne pump delivers twenty gallons of water-free, dirt-free gasoline a minute; it requires no backward strokes; it has a big clock dial that tells the customer how much "gas" he is getting at every turn of the crank.

A big folder telling all about the Wayne curb pump, and the Wayne systems of handling gasoline, kerosene, paint oils, harvester oils, etc., inside the store, may be obtained by addressing the Wayne Oil Tank and Pump Company, 12 Canal Street, Ft. Wayne, Ind. The folder also tells about a plan whereby dealers who buy Wayne pumps are given good-sense help in bringing in the consumer-buyer.

Better send for your copy to-day.

(Made in U. S. A.)



LOVE'S FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

IN 5-POUND BOTTLES
12 Bottles to the Case

Advertising Matter Included.

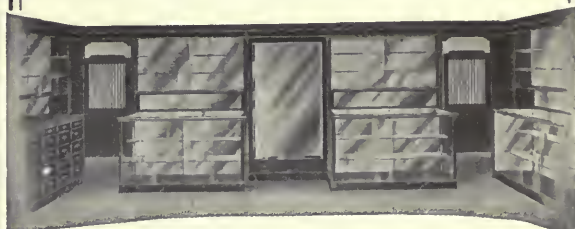
F. S. Love Manufacturing Co.

Confectioners,

JOHNSTOWN, PA.

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL
POINT IN MODERN
MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

Ask Your
Jobber for
Prescription



CORKS



MANUFACTURED
BY
R. W. McCready
Cork Company,
CHICAGO, ILL.

**All leading jobbers
stock Benger's Food.**

If your jobber is out of stock, please
write our distributors as below.

Benger's is the one food which com-
bines the natural digestive principles.
It is *quite* different from any other
food obtainable.

BENGER'S

Food

Reg. U.S. Pat. Off.

*For Infants, Invalids,
and Aged Persons*

*is regularly advertised to the
U.S. Medical Profession.*

Druggists' sample, with literature, mailed free.
Showcards and advertising material on application to
BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO.,
99, Beekman Street, NEW YORK.

79 U.S.

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

"LACK of education is a terrigle handicap."

"Yes; think of not being able to read the subtitles
on the movie screen."—*Puck*.

AN automobile without ball-bearings wouldn't stand
up under continued service.

Similarly with a typewriter. A machine that has
ball bearings in the carriage, the segment shift, and the
typebar joint is bound to run easier, permit closer ad-
justment, and last longer than one not so equipped.

L. C. Smith & Bros. Typewriters are "ball bearing,
long wearing." A booklet entitled, "The Silent Smith,"
tells all about them and contains much valuable infor-
mation for typewriter users. To obtain a copy, address
the L. C. Smith & Bros. Typewriter Co., Syracuse,
N. Y.

"Is YOUR son pursuing his studies at college?"

"Yes; but he hasn't caught up with any of them
yet."—*Baltimore American*.

FIRST MAID: "So you don't like to work for high-
brows?"

Second Maid: "You bet I don't! I worked for one
pair of 'em and never again! Him and her was fight-
ing continually and it kept me running back and forth
between the keyhole and the dictionary at the time."—
Puck.

Nowadays it is *Quality* That Counts.

No matter what article you buy, you want the best to be had. If you are not making use of

BURT'S DRUG BOXES

You are not securing the best in the drug box line, for it is fast becoming recognized that the Burt boxes are the standard of excellence, and the kind which most retail druggists demand.

Our line of drug boxes is carried by most all first-class wholesale and jobbing houses throughout the country. A complete line of the boxes commonly used by the drug trade can be had through them. We do not deal directly with retailers, but only through the jobbers. Insist on having the Burt boxes when you place your next order.

Samples or Catalogue Sent on Request.

F. N. BURT COMPANY, Ltd.

**Drug Box Specialists,
BUFFALO, N. Y.**

THE teacher was describing the dolphin and its habits.

"And children," she said impressively, "a single dolphin will have two thousand offspring."

"Goodness!" gasped a little girl in the back row. "And how about the married ones?"—*Northern Baptist.*

THE manager of one of the largest department stores in New York City states that if the clerks in his establishment sold customers merely what they intended to buy when entering the store, his business could not last a month. His profits come from the sales that are suggested by attractive displays accompanied by clever show-cards.

For the benefit of druggists who wish to increase sales by the same method the Manning Advertising Service, 313 North Ninth Street, St. Louis, Mo., has devised a show-card service which covers a number of drug store needs. The service consists of 40 show cards a month, a total of 480 for the year, and five oxidized show-card stands which are sent with the first month's supply of cards. Each card is neat, brief and attractive, and is designed with one object in view—to sell goods.

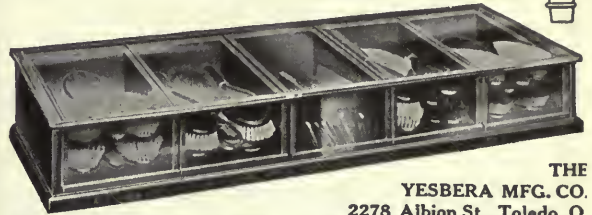
The exclusive use of this new and up-to-date card service, which costs less than 15 cents a day to operate, is furnished to but one druggist in a locality. You can find out all about it by mailing the coupon attached to the Manning ad. which appears on another page of this issue.

"Line-of-Vision" Cases

PUT small articles up where your customers can **see** them.

YESBERA
TOLEDO

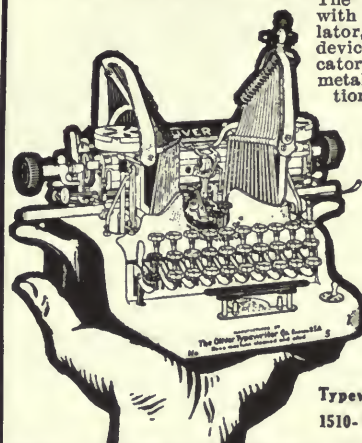
THESE small cases are best for tooth brushes, hair brushes and combs, nail files, etc. The goods are not only "in sight," but are kept in an obviously sanitary manner. These cases are low priced, and you can afford a full equipment. Ask for catalogue.



THE
YESBERA MFG. CO.
2278 Albion St., Toledo, O

Amazing Bargain!

Every druggist needs this **Genuine Standard Visible Oliver Typewriter** that feeds labels and writes medical symbols. The very latest Model 5, with back spacer, tabulator, color writing-ruling device, disappearing indicator. Nothing lacking—metal case, tools, instruction book. Life guarantee. We have sold 26,000.



FREE TRIAL

No Advance Payment
Send a little bit each month until our very small price is paid. No interest—no red tape. Mail the coupon for our amazing Bargain Offer and FREE Typewriter Book to-day. No obligation. No salesman to call and urge you to buy. Just information that benefits you. Write now!

Typewriters Dist. Syndicate
1510-1117 Wabash Ave., Chicago

Mail This for All the Facts

Typewriters Distributing Syndicate
1510-1117 Wabash Ave., Chicago

Gentlemen: With the understanding that I am not purchasing anything or obligating myself in any way, you may send me your bargain offer on "Druggist's Model Oliver."

Name

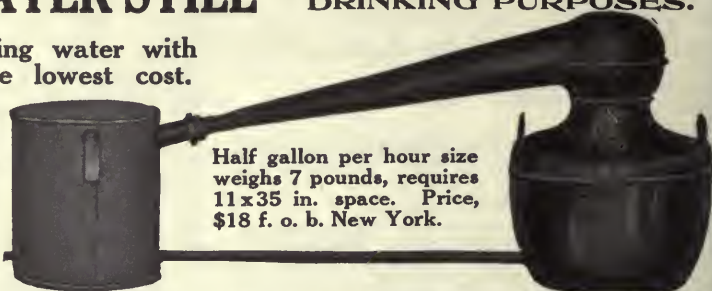
Address

(320)

AUTOMATIC WATER STILL FOR LABORATORY OR DRINKING PURPOSES.

Specially designed for distilling water with the least trouble and at the lowest cost.

The still is built of copper, lower section of one piece, interior surfaces are lined with pure block tin, coil in condenser is of pure block tin pipe. Nothing to corrode or rust. Insures pure water.



Half gallon per hour size weighs 7 pounds, requires 11 x 35 in. space. Price, \$18 f. o. b. New York.

JOHN TRAGESER STEAM COPPER WORKS, 447-457 W. 26th St., NEW YORK.

Now is the time to MATRICULATE in

THE PHILADELPHIA COLLEGE OF PHARMACY

Its equipment is unexcelled.

Its faculty are leading educators.

Its instruction is original and modern.

Its graduates have preference everywhere.

MATRICULATE NOW!

Address Jacob S. Beetem, Registrar,

145 No. Tenth Street,

Philadelphia, Pa.

NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

"How is your wife now?" asked the physician of the man who came in to pay his bill.

"Oh, she's complainin' of feelin' better," was the answer.—*Buffalo Express.*

For laboratory or drinking purposes the automatic still manufactured by the John Trageser Steam Copper Works, 447-457 West 25th Street, New York City, is specially designed to distill water with the least trouble and at the lowest cost.

The Trageser still is built of copper, lower section of one piece, interior surfaces are lined with pure block tin, the coil in condenser is of pure block tin-pipe. There is nothing about it to corrode or rust.

The still having an hourly capacity of one-half gallon weighs but 7 pounds and requires a space of only 11 by 35 inches. The price is \$18, f.o.b. New York.

FIRST MOTORIST: "But what have you against the trolley line?"

Second Motorist: "Nothing but the poles, and the cars. I've run into four poles and been hit by five cars."—*Judge.*

"Look here, Doc, that bill you sent me was a corker."

"But think what I saved you by telling your wife she shouldn't go South this winter."—*Life.*



Prepare Against Waste by Using the GEM WASTE PAPER BALER

and turn your waste paper into paper dollars! Why burn your waste paper when it is worth from \$9 to \$15 per ton?

Our Gem baler is capable of making a 100 lb. bale, and is simple, strong, durable, and efficient, occupying small floor space; guaranteed for five years, will last a lifetime.

300 names of paper mills sent free with each baler. We also manufacture smaller and larger balers. Send at once for catalogue No. 42.

THE GEM MANUFACTURING CO., BASCOM, OHIO

Read: "Turning Waste into Cash," in the January number of this publication.

DIGALEN

**PANTOPON
THIGENOL**

**THIOLCOL Tablets, Syrup
SCOPOLAMINE STABLE**

freely available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works,

NEW YORK.



"ROCHE"

A BANKER was in the habit of wearing his hat a good deal during business hours, as in summer the flies used his bald pate for a parade ground, and in winter cold breezes swept over its polished surfaces.

A negro workman on the railroad each week presented a check and drew his wages, and one day, as he put his money into a greasy wallet, the banker said: "Look here, Mose, why don't you let some of that money stay in the bank and keep an account with us?"

The negro leaned toward him, and, with a quizzical look at the derby the banker wore, answered confidently:

"Boss, I's afeared. You look like you was always ready to start somewhere."—*Cashier's Monthly.*

PHYSICIANS and nurses are not the only users of fever thermometers. In many homes the medicine cabinet contains one of these instruments as a part of the necessary outfit.

B-D fever thermometers—a style for every fever thermometer need—are recognized to be of high quality and permanent accuracy.

Becton, Dickinson & Co., Rutherford, N. J., will send full particulars of its interesting line of fever thermometers and tell you why it is a profitable one to stock.

"Why should we remain neutral?"

"So's we can cheer for the winner, and say that we were for him all the time."—*Eric Review.*

DISTILLED WATER



AT

2c Per Gallon

Guaranteed By

STOKES

AUTOMATIC

WATER STILLS

Price Only \$18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

ANTISEPTIC RECREO POWDER

IS THIS FORMULA CORRECT?

Stearate of Zinc, Balsam Peru and Boric Acid are the ingredients used to make RECREO a perfect healing, dusting and antiseptic powder. You know the necessity of such a powder, especially for babies in the summer-time, and with our advertising you can certainly sell lots of it. We have an especially good proposition for you. Write us at once.

RECREO MFG. CO., UTICA, N. Y.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York



Antiseptic Cleansing and Healing

It can be lightly applied to open cuts and wounds, and to cool burns, and well rubbed in for sprains, strains and bruises.

Made and Used Since '46

One of the oldest prescriptions on the market, having been compounded for probably at least a century.

All Jobbers or from
G. C. HANFORD MFG. CO.
Syracuse, N. Y.



THE BARNSTEAD STILL

MAKES CHEMICALLY
PURE WATER.

THE DRUGGIST'S STILL

Capacity One Gallon per Hour
Nickel-plated, - - - - - \$25.00

THE DRUGGIST JUNIOR

Capacity One-half Gallon
Copper finish - - - - - \$15.00
Nickel finish - - - - - \$16.00

WRITE FOR INFORMATION

BARNSTEAD WATER STILL CO. 51 CHARDON ST. BOSTON, MASS.



BOHNER'S 1916 CREATION PATENT CRUSHED FRUIT BOWL WITH AUTOMATIC HINGED GLASS COVER

Attractive—Clean—Sanitary

To remove or replace cover—simply lift lid and it automatically goes to place.

The perfect ease of handling, the saving in space, breakage and waste or loss of fruit will appeal to you.

Order from your Jobber.



Manufactured by Bohner Mfg. Co., Chicago, Ill.



OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

"I OBSERVE," said the fiend, "that Mr. Rockefeller says he owes much of his success to golf."

"It was my notion," said the low-brow, "that most men owe much of their golf to success."—*St. Louis Republic*.

ARCHER: "How does it happen that Smith hasn't that habit of talking to himself any more?"

Burt: "He caught himself cheating at solitaire, and hasn't spoken to himself since."—*Jack o' Lantern*.

"ADVERTISED everywhere and all the time"—Hostetter's Stomach Bitters.

The manufacturers say that the value of this constant advertising is greatly enhanced when dealers supplement it by using the attractive store displays, novelty cards and beautifully illustrated booklets, furnished free of charge.

Jobbers everywhere will supply Hostetter's Bitters and the sales helps will be sent by the Hostetter Company, 59 and 60 Water Street, Pittsburgh, Pa., upon request.

FIRST TROLLEY CONDUCTOR: "Why was Kelly fired?"

Second Trolley Conductor: "His car struck a man at Steenth street and carried him a block on the fender. After collecting a nickel from him, Kelly, in the excitement, forgot to ring it up—and the man was a spotter."—*Life*.



THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for the customer—no more sticky and silmy checks. Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. THE LOCK-STUB CHECK COMPANY, 22 Quincy St., Chicago.

You can depend on Merck's

SEALS



Put them on packages you sell and on the preparations you make. They are attractive and distinctive, making excellent advertising. Useful and convenient in sealing many packages. We design them to suit your business and the prices are low.

WRITE FOR SAMPLES AND PRICES.

HERBERT H. JACOBUS & SON
CEDAR GROVE, N. J.

Make Money SELLING UMBRELLAS

Put in a line and get more rainy-day profits. Umbrellas are quick sellers to transient and regular trade. Sudden showers bring brisk demands—you can sell them easily.

Cost 65c.—Sell for \$1.00

A piece-dye, Taffeta umbrella; ladies' or gentlemen's style. Fine value at \$1.00. Costs you 65c. Send for a Sample dozen of this Leader.

We Specialize in Umbrellas for Drug Stores. Many Styles at Many Prices. Find out about our full line. Send for details. Terms Net 10 Days.

J. LAZARUS & CO., 74 FRANKLIN ST.
NEW YORK CITY.

LADY (at piano): They say you love good music.
Youth: Oh, that doesn't matter. Pray go on.—*London Mail*.

BUYING show-cases is a matter that should not be done offhand. Before purchasing, the subject should be gone into thoroughly and a fund of information secured as to the kind and quality of cases that are best suited to the store's needs.

To help druggists arrive at a proper decision the Quincy Show Case Works, Quincy, Ill., offers to send a complete manual on show cases and modern store equipment. The manual has over 282 illustrations and contains detailed instructions for making estimates.

Just ask for "Quincy special catalogue 22."

"You know, a penny saved is a penny earned."

"That's the selfish view," replied the spendthrift. "When you let go of the penny, somebody else gets the chance to earn it."—*Washington Star*.

"Do you know anything, doctor," said Mrs Finnikin, "that will put a little color into my cheeks? I am so dreadfully pale."

"Well, madam," replied Dr. Blunt, "perhaps if I tell you that you have a hole in your stocking about the size of a quarter it may have the desired effect."—*Medical Times*.

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

POPULAR FOR NEARLY A CENTURY

PLANTEN'S (TRADE MARK)
C & C OR BLACK
CAPSULES

REGISTERED IN U. S. PATENT OFFICE.

AN OLD CELEBRATED REMEDY FOR MEN

BEWARE OF COLORABLE IMITATIONS.

U. S. Court of Appeals recently sustained our rights to the exclusive use
the trade marks C & C and C & C or BLACK.**H. PLANTEN & SON (Founded 1836)**

BROOKLYN, N. Y.

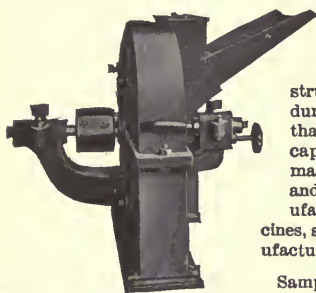
READ THIS OFFER

AND SHARE PROFITS WITH US ON

OXYNOLEUM**THE ORIGINAL OXYGEN OINTMENT
FOR EVERY EXTERNAL AILMENT.**

For a limited time we will give two tubes FREE with each dozen tubes of OXYNOLEUM. Price \$2.00 per dozen, less 10 per cent. We will also furnish FREE one of our handsome metal signs which is not only ornamental but also a good business-getter. Write us to-day.

BI-OXOL CHEMICAL CO., 94 John Street
 NEW YORK CITY
 (Successors to BIOPLASM MFG. CO.)

DRUG MILLS

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

Front View No. 1 MEAD MILL
 (smallest size)

MEAD & CO., 20th St. and M. C. R. R.
 DETROIT, MICH.

**WANT
 MORE
 PAY
 IN
 YOUR
 WEEKLY
 ENVELOPE?**

If so take the course offered by THE PRACTICAL DRUGGIST INSTITUTE. We teach you at home and you do not have to stop work. The cost is small, the course is thorough and complete and will prepare you for State Board Examinations. Write for sample lessons, terms, etc., to

THE PRACTICAL DRUGGIST INSTITUTE

53 Gold Street, NEW YORK.

Rent an

UNDERWOOD

WHY? { It's the easiest typewriter to learn to operate.
 It is used by the largest corporations.
BECAUSE { It has held the International Speed and Accuracy trophy for ten years.
 It is endorsed by all experts and world's champions.
 "The Machine You Will Eventually Buy"



ESTABLISHED 1867
THE "WALKEASY"
ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
 LITERATURE AND CATALOGUES FURNISHED
GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

**University of Illinois,
School of Pharmacy.**

(Chicago College of Pharmacy)

NEW LOCATION.

NEW EQUIPMENT.

Fifty-seventh Session begins September 26th, 1916.

Courses for the degree of Graduate in Pharmacy and Pharmaceutical Chemist are offered. Graduation from an accredited high school is required for entrance.

For announcement address:

W. B. DAY, Acting Dean, 701 South Wood St., CHICAGO.

SPEAKING of garters—have you heard of the Harvard students who spied a pair with silver clasps in a Harvard Square shop-window, and thinking to raise a smile, at least, from the charmer at the counter, asked the price of a dog-collar, pointing at the same time to the silver-clasped garter? She turned, looked sweetly at the young men, and said: "We do not separate them for puppies, sir."—*Boston Herald*.

A LARGE proportion of practical laboratory work is included in the courses offered at the Buffalo College of Pharmacy, the thirty-first annual session of which opens October 12, 1916.

At this school two years' study secures the degree of Graduate in Pharmacy (Ph.G.); students taking a three years' course are granted the degree of Pharmaceutical Chemist (Ph.C.) or Analytical Chemist (A.C.).

Prospective students may secure an illustrated announcement of the college courses by addressing Frank E. Lock, Secretary, 34 High Street, Buffalo, N. Y.

WILLIE: "Pa, what comes after a million?"

Mr. Roxleigh: "The fortune-hunter, my son."—*Boston Transcript*.

Binks: "Was the loss on Brown's dwelling total?"

Jinks: "Yes; the neighbors saved six umbrellas, but recognized them all."—*Philadelphia Bulletin*.

**WHICH ONE LOOKS "UP-TO-DATE"?**

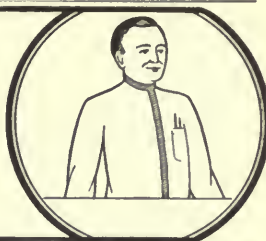
The careless clerk in shirt sleeves is out of date. Modern methods demand neat and attractive salesmen.

"WEISSFELD" COATS on your clerks will give your store an up-to-the-minute appearance.

We offer 25 styles, 40 patterns. All materials thoroughly shrunk. Express charges prepaid to all points. Samples and instructions for measuring sent FREE. Absolute Satisfaction in Quality, Workmanship, Fit and Style Guaranteed or Money Refunded.

M. WEISSFELD MFG. CO., 253 W. Market St., Philadelphia, Pa.

Note the Name - no connection with any other firm.



BUFFALO COLLEGE OF PHARMACY OPENS OCT. 12

its 31st Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph.G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A.C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now."

FRANK E. LOCK, Phar. M., Secretary.



Something
Entirely New!

SPARKLING BEAUTY MARKS

Patented May 25, 1915.

Black court plaster beauty marks set with brilliant stones that sparkle in the light. The hit of the year. To show them is to sell them.

Retail at 25c a package. Price \$3 per gross of marks. A handsome display card showing face of a pretty girl with a real mark attached sent free with each order. Write to-day.

APT & FRANKEL, 205 W. 19th St., NEW YORK CITY.

DOES NOT ANTAGONIZE
NATURE

ALKALOL

8-oz. \$4.00 per Doz.

16-oz. \$6.75 " "

ALKALOL COMPANY, - Taunton, Mass.

THE COURTSHIP OF MILES STANDISH.

Miles Standish ban having a courtship
Ven all his fighting ban tru
Maester Lonfeller tal me about it,
And so ay skal tal it to yu.
He say to his room-mate, Yohn Alden:
"Yu know dis Priscilla, ay 'spose,
Last week, ven ay try to get busy,
Priscilla yust turn up her nose."

Yohn Alden ban newy young faller,
So Standish yust tal him: "Old pal
Pleese boost me to dis har Priscilla,
Yu know ay can't talk very val.
Pleese tal her ay ban a gude soldier,
And say ay have money in bank;
Ay'd du dis myself, but ay tal yu,
My manners in parlor ban rank."

So Yohn go and call on Priscilla,
And happen to finding her in,
He sit close beside her on sofa,
And give her gude lots of his chin.
"Miles Standish," he say, "ban gude faller,
Hot stuff with his pistol and knife,
And so ay ban coming to tal yu
He'd lak yu, Priscilla, for vife."

Priscilla, she listen to Alden,
And den give him cute little venk
And say: "Vy not speak for yourself, Yohn?
Miles Standish ban lobster, ay tank."
So Standish get double crossed plenty;
And dat's yust what ay vant, by yee,
Ef efer ay get any faller
To do my sparking for me.

—Jas. Gooding in *Protectograph Bulletin*.

"WHY won't she marry you? Is there another man in the case?"

"I'm afraid so."

"Do you know who he is?"

"Yes, her father."—*Boston Transcript*.

HIGGINS'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.



Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London.

271 Ninth Street, Brooklyn, N. Y.

Ziratal

\$2.00 \$4.00 \$8.00 Per Doz.

Sal Hepatica

\$2.00 \$4.00 \$8.00 Per Doz.

Gastrogen Tablets

\$4.00 \$24.00 Per Doz.

All Jobbers

BRISTOL-MYERS CO. NEW YORK

Try Out
One of the
SENECA
CAMERAS

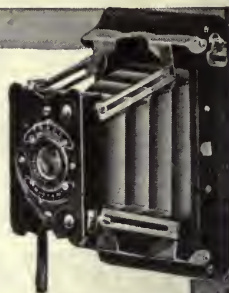
Nationally
Advertised
and
Guaranteed
to be
Satisfactory

SENECA CAMERAS

Bring Home Better Pictures

Catch the elusive play of sunshine and shadow down the road, the nodding grass in the field, the shimmering reflection in the pond, and give substance to the pleasant memories of every outing and vacation.

Convince yourself; try out one of the



VESTPOCKET SENECA

The Cameras With The Focus Fixed For You

So simple they require no adjustments: pull out the front, point it, press the lever, and you have your picture. The back comes off, so loading and unloading is as easy as winding your watch. Made in two sizes—"The Little Indian" takes pictures regular vestpocket size $1\frac{5}{8}'' \times 2\frac{1}{2}''$ and is so small it slips into your pocket or hand bag—"The Seneca Junior," only a trifle larger, takes pictures $2\frac{1}{4}'' \times 3\frac{1}{4}''$.

1916 Seneca Catalogue Free On Request

It illustrates the different size pictures each model will take. Shows the enlarging value of the vestpocket, tells the capabilities of each instrument, and describes fully each Seneca, from the Scout at \$2.00 to the Superb Roll Film Senecas. It's a book that will be a great value to every camera lover. Send a postal for your free copy to-day, or ask your dealer.

Druggists, Stationers, Jewelers and Dealers—The \$50.00 Seneca Department offers the ideal method of securing a Seneca Agency. Write to-day for information about our new Sales plan.

SENECA CAMERA MFG. COMPANY
229 State Street Rochester, N. Y.



If you are a Seneca Dealer Cut this Off and Paste on Window.

If you are not a Seneca Dealer fill in the Coupon now.

We will send you on 10 days' free trial the famous

\$50 Seneca Department

Including Seneca Cameras, Roll Films, Paper, and Supplies. This Department has convinced more Druggists of the real profits in Seneca Cameras than any other sales plan—it enables you to see what Senecas will do in your own store, what an asset a Seneca Agency really is without costing you a cent unless you are convinced and keep the goods.

We open an account with you upon receipt of the coupon. Ship the goods. If they are not satisfactory send them back at our expense and get full credit. Don't stop for correspondence. Send the coupon to-day. The Department will make good and you will have the Seneca agency.

Seneca Camera Mfg. Co.,

303 State St., ROCHESTER, N. Y.

Send \$50 Seneca Department 10 days' Free Trial—We will send it back after 10 days at your expense if not satisfied.

B.P.-7

THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

FOR PATENT MEDICINE MEN.—Here are a few testimonials for patent medicine men: "I have been unable to walk without crutches for many years, but after using your medicine I ran for office." "I lost my eyesight four years ago. I used a bottle of your eye-wash and I saw wood." "I have been dumb ever since I was married, but the other day, after taking your remedy, I had a speaking likeness taken at the photographers." "Some time ago I lost the use of both arms. Shortly after buying a bottle of your nerve tonic I struck a man for ten dollars." "I had been deaf for many years, but after using your ointment I heard my aunt had died and left me \$10,000."

And here is the best one of all, written by a tramp who had been sent to the workhouse for sixty days for stealing six bottles of Iruinya: "Gentlemen: Before taking your medicine I never did an honest stroke of work. I took six bottles and have worked steadily ever since."—*The Madison Co. Doctor.*

CHAS. PFIZER & Co. manufacture a particularly fine line of bismuth preparations. Their subnitrate of bismuth is an exceptionally pure, white, and bulky article, free from arsenic, and is especially recommended for all therapeutic purposes. The subgallate of bismuth is also highly recommended by the profession.—*Adv.*

ALBERT CHEVALIER, the English actor, tells a good story about his early days on tour. After appearing one night at a small provincial hall he told the manager that he did not expect to get such a cordial reception as the audience had given him.

"What makes you say that?" said the manager. "I did not notice it."

"Didn't you hear them banging their walking sticks and umbrellas on the floor?" asked Chevalier.

"That wasn't applause," replied the manager. "The postoffice is on the floor above us, and they were stamping letters for the mail!"—*Boston Post.*

Cultivate Customers



by *always* handing them the *genuine*, tried-and-proven article—such as

Antiphlogistine
TRADE MARK

thus habituating them in the thought that they can *always* depend on "their" druggist for absolute commercial and scientific reliability. *Cultivate customers on the basis of Confidence.*

5% on orders of \$12.00

"There's only *ONE* Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.

NEW YORK, U. S. A.

PEROXIDE-
- Soap
- Cream
- Dentifrices

a Bluff?

NO! not if

the proper Per-Salt
is incorporated.

Ask

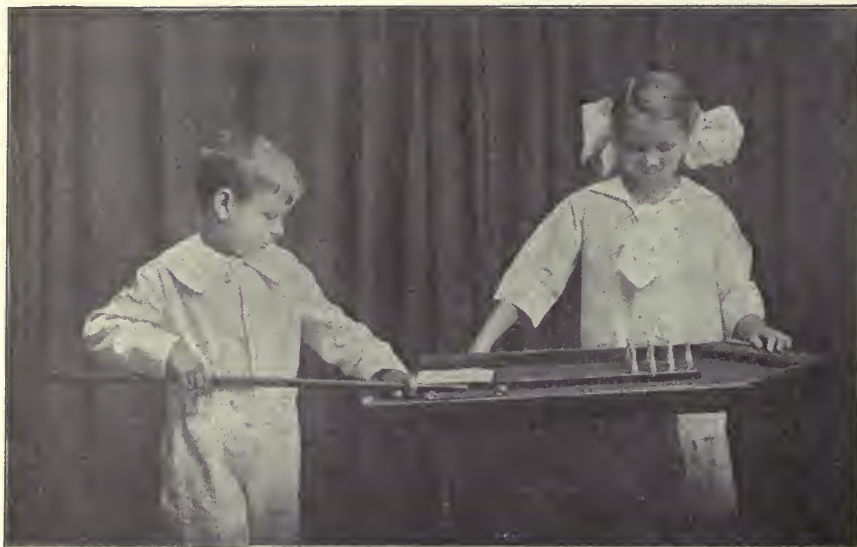
The R. & H. Chemical Co.

100 William Street,

NEW YORK.

PYRO-PIN or BOWLING TABLES

A Great Favorite with the Children and a Quick-selling Drug Store Side-line.



Here is a game that combines the fascination of bowling and billiards and which, on account of its wide appeal and liberal profits to the dealer, makes an ideal side-line for druggists. Get full particulars and prices from your jobber. If he is unable to supply you write to us direct and get ready now for the fall and winter demand.

H. P. EMERSON & CO., 33 Kingston St.,

BOSTON, MASS.

AUDREY: "Do you know, Kate, Mr. Pleasome paid me a great compliment last night?"

Kate: "No; what did he say?"

Andrey: "He said I was among the prettiest girls at the party."

Kate: "Yes, I noticed you were among them."—*Royal Magazine*.

THREE hundred and fifty dollars' worth of information for \$1.00!

The compilation of dispensing, manufacturing, advertising, bookkeeping, window-display and business-building methods contained in "350 Dollar Ideas For Druggists" cost \$350 to obtain.

You can get them all for only \$1.00. Upon receipt of that sum, E. G. Swift, P. O. Box 484, Detroit, Mich., will send the book to you, post-paid.

MISTRESS: "Has Master Willie come in yet?"

Servant: "I think so, ma'am. I haven't seen him, but the cat's hiding!"—*Argonaut*.

THIS firm claims it ought to have protection for its business, as it is an infant industry."

"What is it?"

"Manufacturing baby ribbon."—*Baltimore American*.

SHE (during the spat): "You should have married some stupid, credulous girl."

He: "Well, my dear, I did the best I could."—*Boston Transcript*.

BECAUSE of the present high cost of raw materials the manufacturers of Robertson's Fruit Tablets, The Robertson Candy Company, New York City, announce that for the first and only time in 25 years they have been compelled to advance their list prices, the new prices going into effect on August 1. At present sugar is 100 per cent higher than it was at the start of the war and over 50 per cent higher than the average price for the past 15 years. Other raw materials entering into the tablets have advanced from 10 to 100 per cent over their normal values.

When Robertson's Fruit Tablets were first imported the five-pound jars sold for \$4 each, 80 cents the pound, while during the last fifteen years the established retail price has been 40 cents a pound.

The list which went into effect August 1, represents but a slight advance and will be maintained only as long as abnormal conditions prevail. The company hopes for a return to the old schedule before the end of this year.

BENEVOLENT OLD GENTLEMAN: "Are you in pain, my little man?"

Sad Little Boy: "No, sir; the pain's in me."—Puck.

The Successful Druggist is for Preparedness.

He keeps an eye on conditions—anticipates demand—and is always ready for it.

Diamond Dyes

are in big demand this summer.

Fashion has made it so. Be sure—NOW—that your supply is complete.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

"THE great trouble nowadays," began the curbstome philosopher, "is that no man is satisfied with his job."

"My job suits me," interrupted the chimney-sweep.

"And I'm stuck on mine," yelled the tar-spreader from the adjoining roof.

Whereupon the orator turned his theme from economics to preparedness.—*Puck*.

JACK: "Did you tell her what you said was in strict confidence?"

Alice: "No; I didn't want her to think it was important enough to repeat."—*Boston Transcript*.

IN a recent election held at Riegelsville, Pa., E. A. Perrenot, an occasional contributor to the BULLETIN, received the largest vote for town councilman.

"CAN you tell me," said the Court, addressing Enrico Ufuzzi, under examination at Union Hill, New Jersey, as to his qualifications for citizenship, "the difference between the powers and prerogatives of the King of England and those of the President of the United States?"

"Yezzir," spoke up Ufuzzi, promptly, "King, he got steady job."—*New York Morning Telegraph*.

MAUDE: "See Mrs. Fashun in the stage box? They say every cent her husband earns goes on her back."

Jack: "Poor chap! I thought he was doing well, but if he doesn't earn any more than that—!"—*Judge*.

"Pop, what's osteopathy?"

"The art of manipulating bones, my son."

"Then is an osteopath a minstrel end-man?"—*Baltimore American*.

MUCOUS membranes, irritated by dust stirred up from automobile riding, are soothed by applications of Alkalol.

Advertising has informed customers of this fact so why not keep Alkalol to the front during the riding season?

Alkalol costs \$4.00 a dozen in 8-ounce bottles and \$6.75 a dozen in bottles of 1 pint. Your jobber has it or can get it.

A FARMER once asked the editor of a country paper for some advice. He wrote:

"I have a horse that at times appears normal, but at other times is lame to an alarming degree. What shall I do?"

The reply came: "The next time that your horse appears normal, sell him."—*Massachusetts Exchange*.



Increase Your Sales and Profits

by packing *your* preparations in American Can Company decorated packages.

We illustrate herewith one of our cold cream boxes lithographed in bright attractive colors, making it a very handsome display package.

This is one of the many attractive boxes listed in our catalogue No. 21. Write for it to-day.

AMERICAN CAN COMPANY

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

With offices in all large cities

"POOR June! She's run down another 'workingman' with a wife and six children!"

"Well, she can't steer, eat chocolates, keep her feet on six pedals, and run down rich and unattached bachelors exclusively, can she?"—*Puck*.

CASEY: "Some av thim new guns will carry twenty miles."

O'Brien: "At wan shot?"—*Boston Transcript*.

ALLEN BRADLEY, a successful and well-known druggist of Mason City, Illinois, recently celebrated the fiftieth anniversary of his start in the drug business.

MRS. SUBURBS: "But, Jack, the money that you are spending now on that garden patch we will need later for vegetables!"—*Life*.

"You people all seem to take a great deal of loose talk from that man in a frock coat."

"Yes," replied Bronco Bob. "He sort o' puts it over on us, because he knows he kin. He's the only undertaker in Crimson Gulch. No matter what kind o' trouble comes up, there's necessarily an understandin' that he's to be a survivor."—*Washington Star*.

"He has a limited number of friends."

"He's lucky, then."

"In what way?"

"He's kept down, the number of fellows who want to sell him stocks, real estate, and mining propositions to the minimum."—*Detroit Free Press*.

"HOT WATER BOTTLES THAT LAST A GENERATION."—"Viko" aluminum hot water bottles adequately supply the demand for light, dependable, lasting, easy to handle hot water bottles.

They can be filled without touching as they stand flat on the table and will remain hot as high as 15 hours. They are correct in shape—both concave and convex, always sanitary and readily sterilized, with no seams to open and cause dangerous burns.

Each "Viko" bottle is supplied with a heavy outing flannel coat which helps retain the heat, and makes the bottle easy to carry and delightful to the touch.

"Viko" bottles sell at a popular price and are fully guaranteed. If you are not already handling them, the coupon attached to the ad, elsewhere in this issue, of the Aluminum Goods Manufacturing Company, Manitowoc, Wisconsin, will bring full information.

PROFESSOR: "If a physician is called to see a patient, what is the first question he should ask?"

Student: "Where he lives!"—*Judge*.

TABLET MACHINES

SINGLE PUNCH or ROTARY TYPE

an assortment to select from to suit your requirements. Our claims are

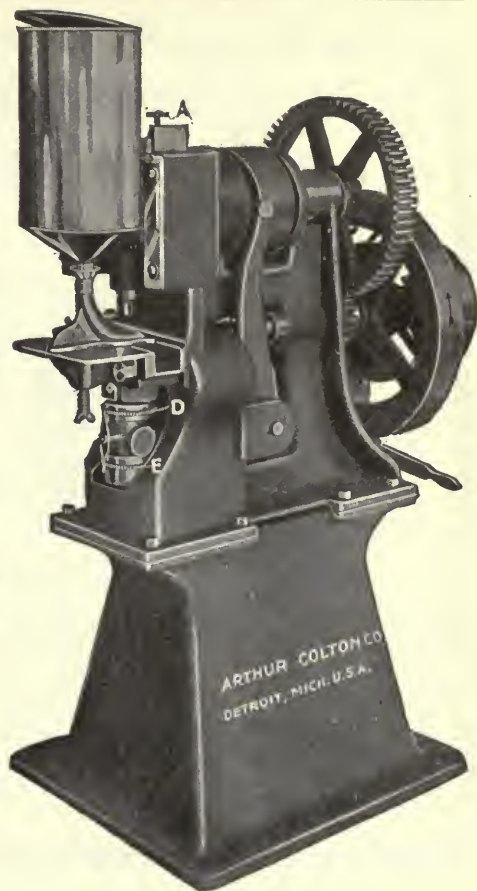
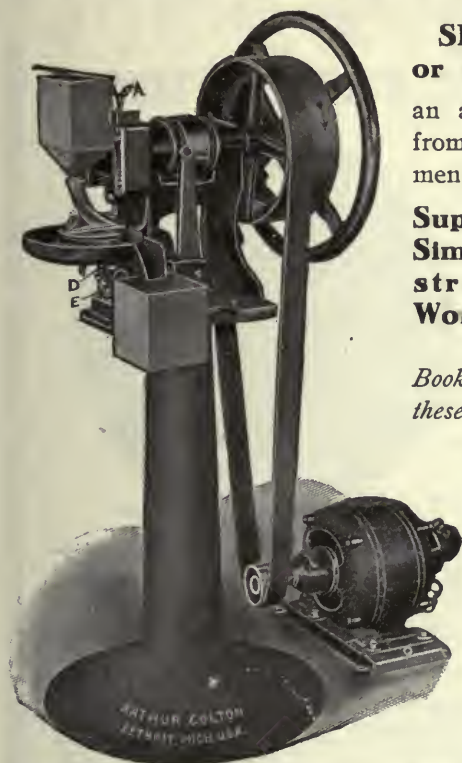
**Superior Designs,
Simplicity in Construction,
Good Workmanship.**

Booklet fully illustrating these sent on application.

ARTHUR COLTON CO.

Manufacturers of
Pharmaceutical
Machinery and
Laboratory
Appliances

794 JEFFERSON AVE. • DETROIT, MICH., U. S. A.



HYNSON, WESTCOTT & COMPANY, of Baltimore, Md., announces that after July 1 the title of the firm will be replaced by that of Hynson, Westcott & Dunning. Henry P. Hynson, James W. Westcott and H. A. Brown Dunning constitute the present members of the organization.

Mr. Dunning became connected with the firm in 1894 and since 1913 has been a full partner, having taken an active part in the development of the business.

No changes in the policy of the firm or in the manner of doing business will be made except those which may be necessary to keep pace with progressive tendencies.

MRS. EXE: "You always have such wonderful success in getting people to come to your parties."

Mrs. Wye: "Oh, I always tell the men that it's not to be a dress-up affair, and the women that it is."—*Boston Transcript*.

BEFORE making those contemplated fixture changes write for the catalogue of the Saginaw Show Case Co., Ltd., Saginaw, Mich.

It illustrates and describes the Saginaw line of complete store equipment and tells of the importance of attractive displays—"the most essential point in modern merchandising."

GRAD: "This University certainly takes an interest in a fellow, doesn't it?"

Tad: "How's that?"

Grad: "Well, I read that 'They would be very glad to hear of the death of any of their alumni.'"—*Siren*.

WHEN a traveler in Detroit, Buffalo or Cleveland stops at a Hotel Statler he is assured that the service he buys must be satisfactory, that no discrimination will be made between the tipper and the non-tipper, and that the employee who does not carry out these policies in every service he renders cannot remain in the employ of the hotel.

The fundamental policy of every Hotel Statler is that "the guest is always right" and every effort is made to send patrons away feeling that they have gotten a little more than full value for their money.

Hotel Statler rates are reasonable—from \$1.50 a day.

RANDALL: "After twenty-five years of married life she loves her husband as much as ever."

Rogers: "Yes, and she annoys him in other ways, too."—*Life*.

FIRST GIRL: What's biology mean?

Second Girl: Why, it's the science of shopping, I suppose.—*Boston Transcript*.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



**Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France**

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors

44 East 23rd Street, - - - New York

BRANCH OFFICES:

Paris, France - - - 42 Rue du Marche
London, England - - - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

"WHEN you found you didn't have your fare, did the conductor make you get off and walk?"

"Only get off. He didn't seem to care whether I walked or sat down."—*Pall Mall Gazette*.

HAWAIIAN CRUSHED OR GRATED PINEAPPLE is the tender, juicy, sun-ripened fruit, packed near the fields the same day it is picked, and retaining all the rich, natural flavor of the ripe tropical fruit.

It is of a rich golden color that adds distinction to all sundaes and pineapple dishes in which it is used. The flavor is that of the natural fruit and one that is appreciated by discriminating customers.

Hawaiian Canned Pineapple is supplied in cans of various sizes—from 10 ounces to 7 pounds—and is sold by all jobbers and fountain supply houses. If your wholesaler does not have it, the Association of Hawaiian Pineapple Packers, Garland Building, Chicago, Ill., will inform you where it may be obtained.

THE victim of the accident glanced thoughtfully at the caller's card.

"I guess you're what they call an ambulance chaser, ain't you?" demanded the injured one.

"That's rather a harsh name, old man," replied the lawyer, blandly. "Why not call me a settlement worker?"—*Berkley Weekly*.

"It is the height of absurdity," said the Pacificist, "to go to the expense of an enormous army and navy to keep out invaders when by a simple revision of the tariff we can ruin them"

"Just how?" queried the Jingo of sluggish perceptions.

"Why, just suppose we put a duty of \$500 on every rifle and sword brought into the country from the outside. On an invading force of 250,000 armed men that would cost the enemy \$125,000,000 before he could even land," explained the Pacificist.—*Modern Storekeeping*.

FOR over 35 years Benger's Food has been advertised to the medical profession as a preparation which combines the natural digestive principles needed by infants, invalids and aged persons.

Druggists who make use of the showcards and other dealer helps furnished by the manufacturers are getting the benefit of this long-continued and regular advertising.

A request addressed to Benger's Food, Ltd., 92 William St., New York City, will bring a supply of the sales helps to your store.

"It was a very impressive funeral," said old Mrs. Blunderby; "and the minister delivered such a splendid paregoric over the diseased."—*Boston Transcript*.

Liquid Petrolatum, Squibb

(Heavy Californian)

is a pure, colorless, odorless and tasteless

MINERAL OIL

consisting of hydrocarbons of the naphthene series and exceeding the requirements of the U. S. P. and B. P.

It has the very high specific gravity of

0.886 to 0.892 at 15° C.

0.881 to 0.887 at 25° C.

also an exceptionally HIGH NATURAL VISCOSITY, which is of paramount importance because true viscosity is the chief index of lubricating power.

It is sold only in one-pint bottles under the Squibb label and guaranty.

For further particulars address

E. R. SQUIBB & SONS

-

-

-

New York

"My dear, I am going to get a new spring hat I saw down-town marked only \$40. It is a dream."

"Go along, darling, I've set the alarm clock."—*Baltimore American*.

LAWYER: "You say you want this damage suit pushed through with the utmost speed?"

Client: "Exactly. I have a child six weeks old, and I want the money to pay his college expenses."—*Gargoyle*.

THE "Purity Rubric" of the U. S. P. IX which becomes official September 1, requires that medicinal chemicals comply with certain definite standards.

Merck's U. S. P. chemicals are rigidly adjusted to meet the requirements so that the druggist who uses them need not fear an unwelcome visit from drug inspectors.

Jobbers everywhere supply Merck chemicals upon specification.

"WHY did you tell your husband to buy a yard of that goods? The saleslady assured you yesterday that the sample could not be matched."

"I know. He'll be afraid to come home without matching it, so he'll order me a fine new dress."—*Louisville Courier-Journal*.

BARRISTER'S WIFE: "So your client was acquitted of murder. On what grounds?"

Barrister: "Insanity. We proved that his father once spent two years in an asylum."

Barrister's Wife: "But he didn't, did he?"

Barrister: "Yes. He was doctor there, but we had no time to bring that fact out."—*Tit-Bits*.

ELASTICITY in drug store outfits is essential as no two stores are likely to be identical in construction.

Victor sectional drug outfits—shelving and prescription cases—are elastic. Victor equipment is adaptable to every size and shape of store.

Victor outfits have dust-tight doors running on steel tracks, and ball-bearing rollers. They are modern, sanitary, convenient—and they cost 10 to 20 per cent less than similar made-to-order outfits.

Victor equipment includes shelving, prescription cases, show-cases, cigar-cases, wrapping counters, settees, wainscoatings, etc., all of which are illustrated in a catalogue which may be obtained from your favorite drug jobber or from the Benderschied Mfg. Co., 2800-2826 N. 9th St., St. Louis, Mo.

"My butler left me without any warning."

"You got off easy. Mine left me without any spoons."—*Baltimore American*.

A SAFE AND PALATABLE LAXATIVE FOR CHILDREN

Mrs. Winslow's Soothing Syrup

ABSOLUTELY NON-NARCOTIC

DOES NOT CONTAIN OPIUM, MORPHINE, NOR ANY OF THEIR DERIVATIVES

FORMULA IS PLAINLY STATED ON EVERY BOTTLE.

MEETS THE REQUIREMENTS OF ALL FEDERAL, STATE AND MUNICIPAL FOOD AND DRUG LAWS. CAN BE SOLD THROUGHOUT THE WORLD.

Send for Some of our High-class Advertising Matter.

Anglo American Drug Co.

215-217 FULTON ST., - - - NEW YORK

SHE: "How did you dare tell father that you have a prospect of \$50,000 a year?"

He: "Why, I have if I marry you."—*Boston Transcript*.

"So THE doctor said you were as sound as a dollar."
"Yes; I had previously told him that was all I had."
—*Selected*.

MAYBELLE: "Suppose Bonaparte commanded the armies of France now—what would he do?"

Sapley: "I have no ideah. In fact, I hawdly know what I would do myself."—*Judge*.

IN stores where the proprietors are making every effort to gain business, drugs and chemicals for household use are not handed out in paper bags or misfit boxes. Instead the merchandise is dispensed in neat, attractive packages that tend to impress the customer with the quality of the goods.

Burt's drug boxes are suited to every drug store need—from a package for Epsom salt to one for a two-dollar prescription. The Burt line is complete and is carried by most wholesale and jobbing houses throughout the country.

A catalogue and samples will be sent to any interested druggist who addresses the F. N. Burt Co., Ltd., Buffalo, N. Y.

BARNSTEAD STILLs for the production of chemically pure water are offered to druggists in two sizes.

The "Druggist's Still" with an hourly capacity of one gallon sells for \$25, while the "Druggist Junior," having a capacity of one-half gallon per hour sells for \$15 if finished in copper, or \$16 if a nickel finish is desired.

Detailed information concerning the two sizes may be secured by addressing the Barnstead Water Still Co., 51 Chardon St., Boston, Mass.

"Miss BROWN told me that you paid her such a charming compliment the other evening," said Mrs. Coddington to her husband, "something about her being pretty. The poor girl was so pleased. I don't see how you men can be so untruthful."

"I should think you'd know by this time that I'm never untruthful," said Mr. Coddington reproachfully. "I said she was just as pretty as she could be, and so she was."—*New York Times*.

"FATHER, what is meant by the artistic temperament?"

"The artistic temperament, my boy, is a sort of a reserve alibi which usually saves the artist from prosecution on a charge of disturbing the peace."—*Puck*.



To open "press" center.



JAR CAP

is more easily removed and replaced than any style of cap on the market.

Stock sizes 1" to 3"



To close "press" outer edge.

Makers of Toilet Creams, Ointments and similar preparations packed in opal jars find the "UPRESSIT" Cap superior to any other style of closure and hail "UPRESSIT" as the solution of this important problem. It is simple, handsome and sanitary, cannot work loose, and always makes an effective seal.

LET US SUBMIT SAMPLES AND PRICES, WITH OR WITHOUT OPAL JAR.

U.S. METAL CAP & SEAL CO., 107 W. 13th St., New York City.

YOUNG THING: "Then you, too, have felt the subtle touch of his genius?"

Old Party: "Oh, yes—and also the subtle genius of his touch."—*Life*.

SHE: "How did they ever come to marry?"

He: "Oh, it's the same old story. Started out to be good friends, you know, and later on changed their minds."—*Pall Mall Gazette*.

For a limited time the Bioxol Chemical Co., 94 John St., New York City, will give two tubes of Oxynoleum free with each dozen purchased. The price is \$2.00 per dozen, less 10 per cent. A handsome metal sign which aids in getting business is furnished, free of charge, with each order.

Oxynoleum is a combination of antiseptics and aromatic oils with a pure petrolatum and stearine base. Upon application to affected tissue it liberates free oxygen. It is claimed to be antiseptic, anodyne and astringent and is recommended as a healing application for all morbid conditions of the body external.

MOTHER: "Tommie, you ought to let your governess have the field-glasses first."

Tommie: "Why, mother! you know you said she was to look after me."—*Life*.

A POLITE and elderly and absent-minded man whose wife was both talkative and high-tempered, and who had just installed a hot-air furnace in his home, was accosted by a neighbor woman:

"How is the hot air, Mr. Jones?"

"She is very well, I thank you, ma'am," said Mr. Jones.—*Oldtown Enterprise*.

To make a store stand out conspicuously from its neighbors so that it is a constant reminder to the public of quality merchandise and up-to-the-minute service requires, in addition to a good location and competent help, the right kind of store equipment.

The makers of Bangs' fixtures have specialized for over thirty years in producing equipment particularly adapted to the location and requirements of every store fitted out in order that the store might appear to the best possible advantage and thus produce the sale of the maximum amount of goods.

To find out interesting facts about what Bangs' service means to you write to the C. H. Bangs' Druggists' Fixture Company, P. O. Box 2924, Boston, Mass.

"JONES is the finest after-dinner speaker I have ever heard."

"So?"

"Yes, he always says, 'Waiter, give that check to me.'"—*Panther*.

10,000 Prescription Blanks For Ten Doctors \$8.45

For this amount you can provide ten of your doctor friends with a thousand prescription blanks printed on fine bond paper, bound in pads of 100 with or without flaps to fit cases. Leather cases with doctor's name in gold 90c each. 50,000 blanks for fifty doctors, \$35.35.

Printing for druggists is our specialty. We would like to send you samples of our full line of Prescription Blanks, Drug Envelopes, Stationery, Delivery Envelopes, Remittance Blanks, etc., etc.

Write for Samples to-day.

THE STILLWATER PRINTING COMPANY, Inc.

DRUGGISTS' PRINTERS.

WARREN, PA.

PROF.: "What three words are used most among college students?"

Weary Fresh: "I don't know."

Prof.: "Correct."—*University of Michigan Awgwan.*

THE formula which is plainly stated on every bottle shows that Mrs. Winslow's Soothing Syrup is absolutely non-narcotic. It does not contain opium or any of its derivatives.

The preparation is recommended by the manufacturers as a safe and palatable laxative for children and is guaranteed to meet the requirements of all Federal, State and municipal food and drug laws.

Advertising matter and sales-helps for druggists who handle Mrs. Winslow's Soothing Syrup will be furnished upon application to the Anglo American Drug Co., 215-217 Fulton St., New York City.

BELLE: "Marie married a genius."

Millie: "You don't mean it?"

Belle: "Yes, but she has talent and can support him."—*Judge.*

"I EXPECT to raise my voice for our friend at the convention," remarked the willing worker.

"Don't bother," rejoined Senator Sorghum; "raise funds."—*Washington Star.*

"WOULD not you like to be a fairy and go everywhere unseen?"

"Dead easy."

"How?"

"Lend every one money."—*Pall Mall Gazette.*

YOUR PROFITS—are you sure that you are figuring them correctly?

If not, Harry B. Mason's newest book, "The Druggist and His Profits," will set you right. It tells in the first place how a man may know exactly what his business now yields him; in the second place it tells him what his business should yield; and in the third place it tells him how to make the yield what it ought to be. Every phase and department of the druggist's business is thoroughly considered, and methods for making a detailed and systematic improvement all along the line are given.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send "The Druggist and His Profits" to you, post-paid, upon the receipt of \$1.00.

WIFE: Well, dear, I shall have to do the cooking now. Cook left without warning this afternoon.

Husband: Not exactly without warning. She told me this morning I had better bring home some dyspepsia tablets to-night, but I didn't quite understand what she meant.—*Tit-Bits.*



VORTEX SANITARY SERVICE



For
ICE CREAM SODAS, SUNDAES,
HOT and COLD DRINKS.

VORTEX PAPER CUPS are sealed without glue, are tasteless, odorless, sanitary and attractive.



No Glasses to Break
No Glasses to Wash
No Glasses to Dry

The
VORTEX
Individual
Service

No Sloppy Conditions
No Hot Water
No Extra Expense

Consisting of Metal Holders and Paper Inserts, which must be used one in connection with the other, is fully covered by patents.

Write your jobber and if he won't supply you write us.

**THE VORTEX MFG. CO.,
CHICAGO.**



"I AM sorry your husband was taken sick just as he was working so hard for our prohibition campaign. What seems to be the trouble?"

"The doctor says he has water on the brain."—*Baltimore American.*

WHEN the sudden summer shower comes up there is an immediate scurrying on the part of "unprepared" people for umbrellas.

Why not have a line of popular-priced rain shedders ready to display in a prominent position and reap the benefit of quick sales?

J. Lazarus & Co., 74 Franklin Street, New York City, specializes in umbrellas for drug stores, and as a leader offers a piece-dye taffeta umbrella, ladies' or gentlemen's style, which sells readily for \$1.00. In dozen lots it costs 65 cents—\$7.80 for the twelve.

This company manufactures umbrellas of varying grades and prices and will gladly send details of its full line to any druggist who mentions the BULLETIN in his letter.

THERE were three or four tawny spots on the little boy's blue "knickers." The two kind old ladies liked his pleasant smile, but they wondered why his "mother did not patch with a color to match." Then the little boy in the blue "knickers" with the tawny spots blushed deeply and burst out:

"That ain't no patch! That's me!"—*Life.*

THE new maid was entirely a war-time makeshift, and the mistress bore with her patiently at first. But on the third day she placed a very unclean dinner plate on the table, and patience broke down. "Really, Mary, you might at least see that the plates are clean."

"Well, mum," Mary rejoined, "I owns to them thumb marks, but that dried mustard was there afore I come."—*Keystone Weekly.*

DRUG CLERKS who wish to become registered pharmacists but who do not care to give up their positions while securing the necessary education should investigate the course offered by the Practical Druggist Institute, 53 Gold Street, New York City.

The work in the course may be done in spare time at home so that the student need not stop work. The cost is small and the course is thorough and complete.

Sample lessons, terms, etc., will be sent upon request.

"WHERE did you find the prisoner, constable?" asked the magistrate.

"In Trafalgar Square, sir," was the reply.

"And what made you think he was intoxicated?"

"Well, sir, he was throwing his walking-stick into the basin of one of the fountains and trying to entice one of the stone lions to go and fetch it out again."—*Everybody's.*

DISTILLED WATER

AT

2c Per Gallon

Guaranteed By

STOKES

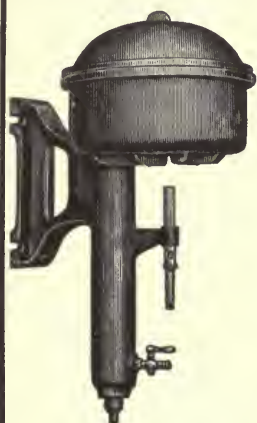
AUTOMATIC

WATER STILLS

Price Only \$18.

F.J.Stokes Machine Co.

PHILADELPHIA, PA.



NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

A NEW YORK advertising expert said in an address on efficiency in salesmanship:

"The efficient salesman or saleswoman never jumps at false or rash conclusions.

"There was a rather pretty girl taken on in a big provision house the other day who is very far from the maximum of efficiency.

"An elderly gentleman got out of his limousine one morning, entered this girl's department, raised his hat politely and said:

"Good morning. Do you keep dates?"

"Misunderstanding the question's purport, the pretty girl flushed angrily and answered:

"Yes, I keep 'em all right, all right, but I don't make 'em with old fossils, like you!"—*Washington Star*.

So WIDESPREAD has become the use of McCourt Label Cabinets that a recent news item states "Printers of flat lithographed labels are now installing presses to print roll labels for druggists having McCourt Cabinets."

Over ten thousand druggists are using the McCourt system at present, and in order to acquaint non-users with the advantages of the cabinet which makes the employment of gummed roll labels practical and economical the manufacturers offer to send, free of charge, a catalogue which gives prices and describes the system in detail. In addition, the company offers to send any registered druggist 500 roll labels printed

in two colors with the druggist's name upon receipt of 15 cents. The labels will be enclosed in a cardboard case ready for convenient use.

To take advantage of these offers address the McCourt Label Cabinet Company, 47 Bennett Street, Bradford, Pa.

"SOME of your arguments aren't sound," remarked the precise logician.

"Yes," replied Senator Sorghum; "and some of them aren't anything else."—*Washington Star*.

Do you want to learn how hundreds of druggists are increasing sales and profits?
Yes?

Then write to the Grand Rapids Show Case Company, Grand Rapids, Mich., and ask for catalogue "D." The catalogue illustrates New Way store equipment which is helping solve the problem of how to gain more business for druggists in all parts of the country.

"SAM," said May Irwin to her negro butler, "do you mean to vote in New York on November 2?"

"Cose I mean to vote," Sam answered promptly.

"Well, what do you know about the constitution?"

"Law, now Miss May," said Sam, "you don't have to be a doctah to vote."—*N. A. W. S. A.*

Over and above every other consideration quality is of paramount importance; and recognizing this fact we try to excel in the production of fine medicinal chemicals and invite every druggist to specify "N. Y. Q." when ordering from his jobber.

NEW YORK QUININE and CHEMICAL WORKS LIMITED
NEW YORK

HE: "Where does your wife carry her street car-fare?"

His Neighbor: "In the other woman's purse. Honest, though, you'd think she wanted to pay it."—*Judge*.

DRUGGISTS who are desirous of qualifying as trained opticians should bear in mind that the laws of various States require the practitioner to take a course in a recognized school before he is permitted to actually fit glasses.

Such a recognized school is the Northern Illinois College, 159 N. State Street, Chicago, Ill., of which George W. McFatrach, M.D., is president. Instruction at Northern Illinois College is given either by attendance or correspondence and graduates are fully qualified to enter a field of work which is as yet uncrowded and from which highly satisfactory financial returns are possible.

A catalogue and full particulars concerning the school may be had upon application to the President.

WILLIE: Paw, does bellicose mean something connected with the stomach?

Paw: Yes, my son. When a man has cramps he acts that way.

Maw: Willie, you take your books and study your lessons in the attic.—*Erie Villager*.

THE ocean liner was rolling like a chip, but as usual in such instances one passenger was aggressively, disgustingly healthy.

"Sick, eh?" he remarked to a pale-green person who was leaning on the rail.

The pale-green person regarded the healthy one with all the scorn he could muster. "Sick nothing!" he snorted weakly. "I'm just hanging over the front of the boat to see how the captain cranks it!"—*Reedy's Mirror*.

NORTHWESTERN UNIVERSITY SCHOOL OF PHARMACY.—Professor M. A. Miner of the school recently made a trip through the West where he visited a number of cities and met many Northwestern alumni. Denver, Colorado Springs, Salt Lake City, Los Angeles, San Francisco, Sacramento, Seattle, and Minneapolis were among the cities at which he spent several days each and where he had the privilege of greeting alumni groups.

Professor Miner will be back in Chicago by September 29, on which day the 1916 session of the school opens.

"WOMAN," cried the big, burly husband, shaking his finger wildly, "I can read you like a book!"

"That may be," retorted the little wife, with a queer smile, "but you can't shut me up."—*Stray Stories*.

Combined Ledger- DUPLICATING Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

\$18.75

Write us now for catalogue K,
Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

"WAKE up!" shouted the conductor.

"I wasn't asleep," said the passenger.

"Not asleep," snapped the conductor. "Then what did you have your eyes closed for?"

"It was because of the crowded condition of the car," explained the passenger. "I just hate to see women standing."—*Railway Guide*.

EDUCATIONAL work carried on by government officials, popular magazines, and doctors has convinced women of the food value of olive oil and its many uses in the household. Furthermore, the campaign of education has made these women realize that olive oil is a product which cannot remain sweet and pure indefinitely, but should be handled with the same care as fresh eggs, fresh butter and sweet milk.

Pompeian Olive Oil is a product which is carefully protected to insure it reaching the consumer in a sweet and fresh condition. It is packed in sealed tins of varying sizes to insure it all being used before deterioration can set in. For these reasons, and because it is carefully made from the finest quality of olives, Pompeian Olive Oil is fast gaining in popularity with careful housewives.

If you want to know how the Pompeian Company will coöperate with you and help you secure business, write to the company at Baltimore, Md., to-day, mentioning the BULLETIN OF PHARMACY.

AN attorney, angered because of an adverse ruling by the judge, left the court-room, remarking to another lawyer that "the judge was an ass and shouldn't be on the bench."

Before the case ended the judge heard of the remark and called the attorney before him.

"I hear," he said, "that you called me an ass and said I ought not to be on the bench."

"Sure," replied the quick-witted attorney. "Anybody with your profound knowledge of law is an ass to be on the bench. You ought to be practicing before the bar, where your talents could be cashed into big money."—*Puck*.

Two sizes of Eckman's Alternative are now available --a trial size that retails for one dollar and the regular size which sells for two dollars. Jobbers supply both sizes at the trade price of \$8.00 a dozen for the small package and \$16.00 a dozen for the large one.

Literature that helps create sales will be supplied upon request by the Eckman Mfg. Co., Philadelphia, Pa.

"Do you know," said Reggie, confidently, "I never had played a game of golf in my life, and when I asked the old Scotchman what was the first thing for me to do, he looked at me just like this and said: 'Hoot, mon.'"

"Then what did you do?"

"Why, I hooted, of course."—*Associated Sunday Magazines*.

"He makes me sick," growled the proprietor, referring to a clerk who had just gone to lunch. "He doesn't want to work at all. I wonder what he thinks this store is, and what I pay him for? You'd think that customers could wait on themselves. There hasn't been a day this week that he hasn't asked to get off for a couple of hours. Monday, he came to me right at the busiest hour, and asked if he could get off for a while. Tuesday, he had the gall to come to me with the same request, and him knowing that was the day I always go down to the show in the afternoon. And that has been the way all this week—every day he wants to get off for a while. I'm certainly getting pretty sick of such business."

"But doesn't he offer to work overtime to make up for the time he has been off?" inquired the traveler.

"I haven't given him any time off yet," replied the grouch.—*Retail Druggist of Canada.*

THERE was a time when peroxide soaps, creams and dentifrices were peroxides in name only; that is, the peroxide which was put into the combinations remained there for a short time only.

Such a condition need not exist at present, however, for according to the R. & H. Chemical Company, 100 William St., New York City, if the proper per-salt is incorporated the preparation will actually liberate free oxygen when used.

If you are having trouble with a peroxide preparation, or if you wish to market a product for the toilet that will liberate free oxygen, ask the R. & H. Chemical Company for the best formula to follow.

"ONE of the mysteries of journalism," remarks a newspaper, "is why they persist in printing the chess news on the sporting page." Still another mystery of journalism is why they persist in printing the chess news.—*Puck.*

FOR summertime chafing and other irritations to which sensitive skins, especially those of babies, are subjected, Recreo Antiseptic powder is particularly recommended. Recreo is compounded from stearate of zinc, balsam of peru and boric acid, a combination that tends to make it especially suited as a healing, dusting and antiseptic powder.

Recreo Antiseptic Powder is liberally and steadily advertised, and is sold to druggists on a margin wide enough to allow excellent profits. The Recreo Mfg. Co., Utica, N. Y., will tell you all about the proposition.

PATIENCE: "So Peggy is putting off her marriage as long as possible?"

Patrice: "Oh, yes; she loves attention, you know."
—*Yonkers Statesman.*

CLARK: "Do you believe in preparedness?"

"Clubleigh: "Sure! I never go home late without an excuse all framed up."—*Boston Transcript.*

What do you make out of this News?

"Printers of flat lithographed labels now installing presses to print roll labels for druggists having McCourt Label Cabinet."

WHEN translated, doesn't this move on the part of the flat label printers mean that—The old style loose, flat label is doomed. Its fate has been sealed by the success of the gummed labels in rolls—the

McCourt Label Cabinet

with

McCourt Gummed Roll Labels

Not only have ten thousand and more druggists changed to them within ten years, but now even their competitors practically admit the gummed roll labels to be the best labels for the druggist to use.

So, without waiting a day longer, investigate the McCourt Labels and the McCourt Cabinet which has created the great market for roll labels and which holds a patent on the particular features making gummed roll labels practical and economical.

Write for Free McCourt Catalog
with Prices.

If a registered druggist, you can also test for yourself the quality of McCourt Labels by enclosing

15c for 500 Labels
(Introductory Offer Only)

printed in two colors with your name, and enclosed in cardboard case for convenient use.

We will also tell you all about our money-saving pill and powder box service for McCourt customers.

McCourt Label Cabinet Co.

47 Bennett Street,

Bradford, Pa.



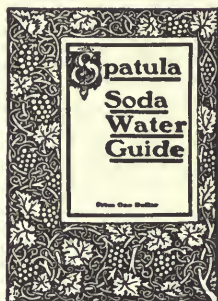
Model 60 (smaller cabinets for smaller stores). This model with stock of 55 shop labels, 3 strip labels and 1000 of three different size Rx labels, \$33.10.



Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for subscribers of the *SPATULA*. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us \$1.00 (Foreign 5/6) for a new subscription to the *SPATULA* and will ask for it, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10 1/2 x 8, bound in an attractive cover. Post-paid, \$1.00 (Foreign 4s.); with *SPATULA* 1 year, \$1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9 1/4 x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with *THE SPATULA* 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with *THE SPATULA* 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

✉ Send a 2-cent stamp for *Spatula Soda Girl* in colors on card-board, sample copy of *Spatula* and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

A CONTRIBUTOR to the *American Magazine* writes as follows:

"Being filled with indignation after a visit to a drug store recently, I sent the proprietor a note and told him that for five dollars I'd give him a most valuable suggestion if he wished his business to increase and maintain our family as a customer.

"The druggist was ambitious as well as curious. He called.

"Get away from your soda fountain and cigar stand," I said with some heat, "when a woman comes in to make a purchase. The nature of the medicine which she desires may reveal a condition in her family which she does not care to make public."

"The man did not give me the five dollars, but allowed a credit order for that amount on his books."

BISHOP-BABCOCK-BECKER COMPANY ENLARGES SELLING BRANCHES.—Since re-opening its display room and sales office in Atlanta, Ga., about a year ago, The Bishop-Babcock-Becker Company, of Cleveland, Ohio, has received such a satisfactory volume of business on "Red Cross" soda fountains, Opal Onyx mumigars, "Eureka" carbonators and soda fountain supplies, that the company has decided to enlarge its facilities and service in the Southern territory, by making Atlanta a full-fledged selling branch for all products manufactured by the company. Among these products are the "Eureka" low-pressure automatic syringing and filling machines; bottlers' carbonators, equipment and supplies; "Eureka" water pumps and water supply



A section of the New York offices of the Bishop-Babcock-Becker Co.

systems; "Reliable" vacuum and vacu-vapor heating equipment; oxy-acetylene welding and cutting apparatus, etc.

Fred S. Gould, who has been with The Bishop-Babcock-Becker Company for a number of years, will be retained as manager of the Atlanta branch. He has been successful at managing the Atlanta branch for fountains, carbonators, etc., and because of his familiarity with the company's entire line, he will no doubt be equally successful in managing the enlarged branch.

The present sales force will be augmented and the

territory covered by this branch will be thoroughly worked. A complete stock of soda fountain supplies, as well as bottlers' carbonators, equipment and supplies, will be carried, and orders will be filled promptly. The address of the Atlanta branch is 60 West Mitchell St.

Another Bishop-Babcock-Becker branch which has recently been enlarged and improved is the New York City headquarters now located at 376-380 Lafayette St.



A few of the fountains on display at the New York headquarters.

Over 20,000 square feet of floor space are available in the new offices and show rooms, the greater part of which is given over to exhibits of "Red Cross" fountains, "Eureka" carbonators and fountain supplies. The other products manufactured by the company are also accorded effective displays.

The Bishop-Babcock-Becker Company requests that out-of-town customers and others interested in the firm's products visit its handsome new offices while in New York. The displays show much that is of interest and all customers, prospective or otherwise, are invited to make the offices their headquarters.

IN PROMULGATING your coteric cogitations or articulating your superficial sentimentalities and amicable philosophical or psychological observations, beware of platitudinous ponderosity. Let your conversational communications possess a clarified conciseness, a compact comprehensibility, coalescent consistency and a concatenated cogency. Eschew all conglomerations of flatulent garrulity, jejune babblement and asinine affectations. Let your extemporaneous descantings and unpremeditated expatiations have intelligibility and voracious vivacity without rhodomontade or phrasmic bombast. Sedulously avoid all polysyllabic profundity, pompous prolixity, psittaceous vacuity, ventriloquial verbosity and vaniloquent vapidty. Shun double entendres, prurient jocosity and pestiferous profanity, observant or otherwise.

In other words talk plainly, briefly, naturally, sensibly. Say what you mean, mean what you say, and "Don't use big words."—Lorne A. Anderson.



DETROIT

1000 Rooms 1000 Baths



BUFFALO

450 Rooms 450 Baths



CLEVELAND

1000 Rooms 1000 Baths

Policies and Practice

WHEN we tell you that Hotels Statler policy says that "the guest is always right"—

That every patron of these hotels, must be pleased and satisfied with what he buys of us—

That no discrimination in service may be made between the tipper and the non-tipper—

And that the employee who cannot or will not carry out these policies in every service he renders cannot remain with us—

Then we have told you, as simply and directly as we know how, why you get more than your money's worth when you patronize a Hotel Statler.

This complete service is matched by a complete equipment: every room has a private bath, running ice-water and other unusual conveniences; morning paper is delivered free to every guest room; and there are many other directions in which we give you a little more than full value for your money.

Hotels Statler lobbies and public rooms are cheerful, luxurious, and comfortable.

HOTELS STATLER

BUFFALO - CLEVELAND - DETROIT

Hotel Statler, ST. LOUIS, now building.

Rates from \$1.50 Per Day



IMPORTANT

Save this Announcement
for Reference.

EVERY DRUGGIST IN AMERICA
SHOULD KNOW ABOUT

CHLORAZENE

(Trade Mark)

the non-toxic antiseptic now made and marketed in America for the first time. This preparation was developed by Dr. H. D. Dakin of the Rockefeller Institute, and has been used with brilliant success in the military hospitals of Europe.

Chlorazene is *two thousand times more germicidal to the staphylococcus than phenol*, in aqueous solution. It is non-toxic and non-caustic. It is extremely stable and promises to mark a new era in surgical practice.

An immediate and extended demand is predicted for this product.

You had better be prepared not only to answer questions, but to fill this demand. Literature on request.

PACKAGES AND PRICES:

CHLORAZENE is supplied in 4.6-grain tablets, bottles of 100, at 60c. In powder, 2-ounce bottles at 60c. Special quotations in large quantities for hospital use given on request.

If your jobber is not stocked, we shall be glad to supply you direct, from our home office or branches.

THE ABBOTT LABORATORIES

CHICAGO NEW YORK

SEATTLE SAN FRANCISCO LOS ANGELES TORONTO BOMBAY

"I PURCHASED a lovely round oak dining table this morning," said Mrs. Hasher.

"That being the case," rejoined the star boarder, "I suppose we need expect no more square meals."—*Royal Magazine*.

FLOSSIE FLIRT: "Jack, that man in the box hasn't taken his eyes off me for an hour."

Her Escort: "How do you know?"—*Punch Bowl*.

A COMMON school education only is required for matriculation at Highland Park College of Pharmacy, Des Moines, Iowa. The course offered is complete and practical in every way, and requires but 72 weeks' attendance for completion. Graduates are fully equipped to take any State Board examination.

A booklet describing the course in detail may be secured by addressing Highland Park College, Dept. 215, Des Moines, Iowa.

MRS. MALONEY: How do yez loike the new kitchen-cabinet thot yure Moike bought yez? Is it helpful?

Mrs. Casey: 'Tis not. 'Tis the most helpless piece of furniture Oi ivir owned. Shure, whin yez want to throw something at yure ould man yez hov got to look through a dom card-indix an hour before yez foind out where ye kape the rollin'-pin.—*Life*.

Isn't the testimony of 6000 druggists strong enough for you?

That many store owners in different parts of the country have used Nujol window displays to cash in on Nujol national and local advertising.

Nujol is widely advertised as "a pure white mineral oil, the national rational treatment for constipation" and the druggists who have used the window displays report that sales have been augmented in a most satisfactory manner.

You can get a Nujol window for your store by mailing the coupon attached to the ad, elsewhere in this issue, of the Standard Oil Company, Bayonne, New Jersey.

THE INHABITANTS OF MEXICO.—There are still numbers of Americans who are under the misapprehension that the Mexican is some kind of negro—or, at least, that there is a strong infusion of African blood, as in Haiti. Nothing could be further from the truth. Not only is there less African blood in Mexico than in the United States, in proportion to population, but there is less even after you have eliminated our black belt. Many better informed persons refer to the native Mexicans as Indians. But they are not Indians as we know Indians. True, here and there in the mountainous regions are found tribes of semi-savages who compare with the native peoples of what is now the United States. But they figure in national affairs little more than our own pure-blood Cherokees, et al., figure here.

When the Spanish conqueror came the bulk of the

aboriginal Mexicans were not savages, but a civilized people, as far removed from the wild nomads of North America as the white races themselves. This aboriginal Mexican element is variously estimated as representing from one-third to one-half the population—by some guessers even more. It has furnished some of the most learned scholars and exalted patriots celebrated in Mexican history. The greater part of the remaining population is made up of mixed Spanish and aboriginal blood, from which is derived the term "Spanish-American."

It is to this mixture of European and Aztec that is attributed the peculiar traits of the "Spanish-American" character, the supposedly woeful inferiority of our neighbors to the southward.—*World Outlook*.

STIMULATING SALES DURING SCHOOL-OPENING SEASON.—Unquestionably the opening-of-school season ranks next to the Christmas period in way of sales advantages in the fountain pen line. It is one of the seasons when merchants find it beneficial to make a special drive tending to increase pen sales.

The Conklin Pen Manufacturing Company, of Toledo, Ohio, manufacturers of the original self-filling pen which is well-known by its famous "Crescent-Filler," have been furnishing in past years, plans particularly adapted to stimulate sales during the opening-of-school period.

The company's new 1916 School Plan, which is now ready for distribution, has been laid out taking into consideration the results dealers have obtained from past plans of this kind and, being based on an extensive previous experience, should be a winner in producing for the dealer. It is not a large complicated plan, but one that contains suggestions for effective advertising in such media as is at the disposal of all dealers, and media which means a minimum of expense to the dealer. The plan consists principally of newspaper and moving picture advertisements, novelty vest pocket and purse blotters, window cards, and like forms of advertising.

A complete folder, describing the entire idea, and illustrating the material to be used in the plan, will be sent to any merchant. Dealers will select from the plan such material as they can use and the Conklin people will see that it is furnished free of charge, together with any special assistance that can be rendered.

Clipping the coupon which appears at the bottom of the Conklin company's advertisement, on another page of this issue, will bring you complete details of the plan. Right now is a good time to hunt up the ad.

"THE rain broke up the Preparedness parade, didn't it?"

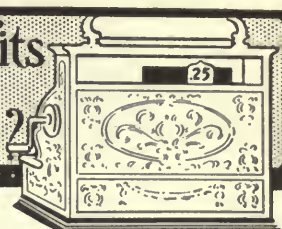
"Yes. Nobody thought to bring an umbrella."—*Lampoon*.

ISABEL: "A dog in Chicago bit five people."

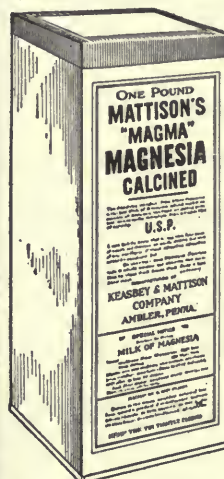
Shorty: "Was the dog mad?"

Isabel: "No; but the people were."—*Everybody's*.

Are your profits
per pint
5c or 20c?



You can sell the finest
Milk of Magnesia produced and make 20c on every bottle if you prepare your own with



**Mattison's
"Magma" Magnesia**
(Calcined)

Here's the whole story: 480 grains of Mattison's "Magma" Magnesia (Calcined) and 15 fluid ounces of pure water will make a pint of Milk of Magnesia equal to any in the world. And the cost to you averages about 5c per pint when you buy by the pound. The profit is yours.

With these profits in view you can afford to do a little educational work on Milk of Magnesia among your customers. But convince yourself first. Order a pound through your jobber. Or send us 10c direct for a trial package, enough to make one pint of Milk of Magnesia. Better do this to-day.

Each Pound Package contains 10
lithographed labels for
pints and 10 labels for
8-oz. bottles

FREE

Keasbey & Mattison Company,
Dept. D-2, Ambler, Pa., U.S.A.

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original
packages under our label and guaranty seal,
1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

Nowadays it is *Quality* That Counts.

No matter what article you buy, you want the best to be had. If you are not making use of

BURT'S DRUG BOXES

You are not securing the best in the drug box line, for it is fast becoming recognized that the Burt boxes are the standard of excellence, and the kind which most retail druggists demand.

Our line of drug boxes is carried by most all first-class wholesale and jobbing houses throughout the country. A complete line of the boxes commonly used by the drug trade can be had through them. We do not deal directly with retailers, but only through the jobbers. Insist on having the Burt boxes when you place your next order.

Samples or Catalogue Sent on Request.

F. N. BURT COMPANY, Ltd.

**Drug Box Specialists,
BUFFALO, N. Y.**

"FATHER."

"Yes, my son."

"May I—er—call on you for \$50?"

"Yes. You may call on me for \$100 if you wish."

"Thank you, sir."

"But you won't get it."—*Birmingham Age-Herald.*

PYRO-PIN OR BOWLING TABLES are designed for the purpose of instructing people in the game of bowling as it is played with a cue, three balls and ten pins. The game appeals to children and grownups alike, and it is particularly beneficial to the former as the scoring is a great aid in teaching them to apply their mathematics.

Because of the wide appeal of the game and the liberal profits which result from its sale the game makes an excellent side-line for druggists. The outfits take up but little room and are quick sellers particularly during the fall and winter seasons.

If your jobber is unable to quote prices and supply full particulars concerning the game of Pyro-Pin, write to H. P. Emerson & Co., 33 Kingston St., Boston, Mass.

"HE started life with a shoestring and now he has a million dollars. Seems incredible, eh?"

"Not at all. I should consider that a man who could get anybody to buy one shoestring was inevitably bound to succeed."—*Judge.*

"CONFOUND the luck!" growled the visitor. "Here's this front door been freshly painted."

"Yes," said his friend from a safe distance. "It is hard luck. Any one to look at you can see you have been up against it."—*Baltimore American.*

You can tell them by their walk—people who need supports for weak or fallen arches.

Why not call their attention to Perfection Air Cell Arch Cushions which can be retailed at 50 cents a pair and which show the dealer a liberal margin of profit.

Perfection Cushions contain no metal tending to hold the foot rigid; they are flexible and bend to every play of the muscles and bones of the foot, thereby correcting weak or fallen arches by gentle and easy support. The cushions are made of the finest quality of leather, with a pneumatic cushion back, which produces a comfortable springy feeling and at the same time ventilates the shoes.

Trade prices and full particulars will be sent upon application to the Elastic Tip Company, 370 Atlantic Ave., Boston, Mass.

"THIS afternoon," announced the presiding officer at the conference of ministers, "Elder Jones will read a paper on 'The Devil.' Please be prompt in attendance, for Brother Jones has spent much time on the paper and is full of his subject."—*Ladies' Home Journal.*

JOAN: "Charlie didn't blow his brains out because you jilted him. He came right over and proposed to me."

Amy: "Did he? Then he must have got rid of them in some other way."—*Royal Magazine*.

A SIGN in an American barroom reads:

"Gentlemen shooting at the bar-keeper will please try to avoid hitting the mirrors, which are the largest in the State and a credit to the town."—*Tit-Bits*.

GRADUATES OF PHARMACY colleges and unregistered men who desire to review their knowledge of pharmacy preparatory to taking the Board examination need "Board Questions Answerd."

This book contains the complete sets of examination papers used by ten different boards of pharmacy. The answers to the questions are given in a painstaking and comprehensive manner. They are made long enough so that the student can get a grasp of the subject matter itself, and be provided with real knowledge instead of mere word formulas.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send "Board Questions Answerd" to you upon receipt of \$1.50.

It's bound to come."

"What is?"

"The time when the beautiful actress, instead of telling the jury her life-story, will have it shown to slow music as a film."—*Louisville Courier-Journal*.

CUSTOMER: "How do you sell your Limburger cheese?"

Grocer: "Oh, I don't know, ma'am—I guess we just have to get used to it."—*Life*.

HERE is a good way to get the trade of customers who require an occasional laxative but who do not care to go to the bother of keeping a laxative preparation in the home:

Keep a bottle of Pluto Water at the fountain and also display the product at the fountain and in the window. Serve a wine glass in an ordinary soda glass, and fill it up with charged water. The dose costs only about two cents and brings ten or fifteen cents according to the location of the store.

Pluto Water is sold by jobbers and bottled by the French Lick Springs Hotel Company, French Lick, Ind.

CALLER. "Have you a few moments to spare, sir?"

Capitalist: "Young man, my time is worth \$100 an hour, but I'll give you ten minutes."

Caller: "Thanks, but if it's all the same to you, sir, I believe I'd rather take it in cash."—*Boston Transcript*.



Quincy answers the
question
of
Housed
or
Displayed?

If your goods are stored in old style wood cases, they are **Housed**

Turn-overs soon become left-overs

Quincy Cases offer the maximum **Display**

Write for Catalog 22
It tells the reason why

Quincy Show Case Works
Quincy, Illinois



PEERLESS BRAND

CORKS

Manufactured expressly for the

Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

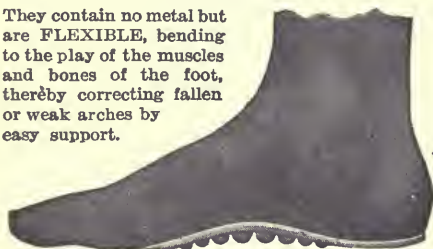
Trained Opticians Needed

THERE is yet an important field that is not overcrowded. Proprietors need help because their assistants are branching out for themselves. You can earn big money Fitting Eyeglasses. The various States require that you take a course in a recognized school before you are permitted to actually Fit Glasses. If you will drop a postal to George W. McFatrigh, M.D., President Northern Illinois College, 159 N. State Street, Chicago, he will tell you how. Attendance and Correspondence Courses.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY
370 ATLANTIC AVE., - BOSTON, MASS.

MAYOR CURLEY of Boston was joked about the pre-eminence of Irishmen in public life.

"That's perfectly true; we always get to the top," answered Mr. Curley. "An example of this came to my attention a few years ago, when I was making a trip through Minnesota. I came to a small town in the northern part of the State. One glance at the signs on the stores showed that Scandinavians predominated. Johnson, Nelson, Gustavson, Hillberg, Olson, and like names were all that I could see.

"Any Germans here?" I asked the man I was visiting.

"There ban none!" he said.

"Any Italians?"

"No," he answered.

"And no Irishmen, either, I suppose?" I added.

"O, yaas, there ban two Irishers in town," came the reply. "One he ban mayor and the other he ban chief of police."—*San Francisco Star*.

* MAKING ADVERTISING EASIER.—"An illustration service that typifies the highest degree of illustrative value in the printing of all newspaper, dodger, circular, letter, postcard, booklet, label and other advertising," is the way the M. P. Gould Company describes its new invention called the Expansion Advertising Service.

The Expansion Service consists of 16 base cuts and 129 insert cuts, nearly all of which can be used or combined with each other to form a brand-new illustration—thus 2064 distinct illustrations are possible. The more than 2000 combinations do the work of over \$400 worth of cuts.

In addition the Service includes three large manuals of advertising and merchandising, a complete instruction and working manual, and a great volume of samples of advertising of every sort and description.

The entire outfit is supplied in a beautiful oak cabinet and is offered to one druggist in a locality, for only \$65 payable in easy installments. Complete information concerning the Service may be secured by mailing the coupon which is attached to the advertisement, elsewhere in this issue, of the M. P. Gould Company 120 West 32nd St., New York City.

"The alligator can go six months without eating."

"Just the pet for a poet."—*Louisville Courier-Journal*.

"How is your boy Josh getting along with his employer?"

"Well," replied Farmer Cornstossel, "they have come to an agreement at last. Josh said he was goin' to quit, an' the boss, he said so, too."—*Washington Star*.

"WHERE do you intend to go this summer?"

"Im going to stay at home," replied Mr. Dustin Stax. "My family's going away and I'm going to embrace the opportunity to sit in my shirt-sleeves and smoke cigars in the best rooms in the house."—*Washington Star*.

"How long has Uncle Tom's Cabin been running, daddy?"

"Oh, a long time. I understand the original company played it with dinosaurs instead of dogs."—*Kansas City Journal*.

HE: "The stuff the magazines are willing to print nowadays is atrocious."

SHE: "Oh, have they accepted some of your work?"—*Boston Transcript*.

MILK OF MAGNESIA at five cents a pint is possible if Mattison's "Magma" Magnesia is used in the preparation of it.

Four hundred and eighty grains of Mattison's "Magma" Magnesia (calcined) added to 15 fluidounces of pure water will make a pint of milk of magnesia at a cost of only 5 cents, if the magnesia is bought in pound lots. All jobbers sell the product in pound packages. A trial package, enough to make one pint of milk of magnesia, may be obtained by sending 10 cents to the Keasby & Mattison Company, Dept. D-2, Ambler, Pa.

SHE: "He never even mentioned the price of gasoline!"

Her Mother: "That's love, all right—or else he's tongue-tied."—*Judge*.

"A PREVIOUS witness testified that the man vanished as completely as if the earth had opened and swallowed him up."

"More so, your honor. He vanished as completely as if he had run over somebody with his car."—*Puck*.

HANFORD'S Balsam of Myrrh has been on the market since 1846 and during that time constant advertising has impressed upon the public the statement that the preparation is useful in treating cuts, wounds, burns, sprains, strains and bruises.

Are you taking advantage of this long-time publicity by keeping "Hanford's" where it can be seen by customers?

Hanford's Balsam of Myrrh is sold by jobbers and by the G. C. Hanford Mfg. Co., Syracuse, N. Y.

MRS. CATTERSON: I am actually afraid to get my bank-book balanced, for fear I have made a mistake."

Mrs. Hatterson: "Why don't you do as I do? I keep on drawing the money out until they won't let me have any more."—*Life*.

A YOUNG MAN with an elegant jag on asked a policeman, where he could get a taxi to take him home.

Said the cop: "Next street to the right you'll see two taxis. Take the first one—the other won't be there."—*Hudson Journal*.



A face powder
that will put
real profit into
your toilet goods
department.

Pussywillow Face Powder

The price—50 cents a box—is one which will suit a big majority of your patrons. The quality cannot be improved, and is an assurance of repeat sales. The package is so handsome that it gets trade on sight.

Besides all this—Henry Tetlow Co., the manufacturers, are advertising Pussywillow in six leading magazines. These are *The Delineator*, *The Designer*, *The Woman's Magazine*, *Harper's Bazaar*, *Vogue* and *the Red Book*. Full pages in color started the campaign. Large space is being used every month. The combined circulation is over two million and a quarter.

On initial orders there is a special offer and sampling plan. Write us or ask your jobber.

Henry Tetlow Company,
Philadelphia, Pa.

'FLUTED' SODA STRAWS

Dainty drinking tubes that reflect the refinement of your soda service.

They exactly resemble the natural rye straw, having the same fluted fibre and the same beautiful golden gloss.

Untouched by hand and sterilized by heat, "FLUTED" STRAWS are the acme of perfection in drinking tubes.

Sample box on request.

COE MANUFACTURING CO.
35 B. WARREN ST., NEW YORK.



CIRCLE A CORK CONTEST PRIZE WINNER JULY

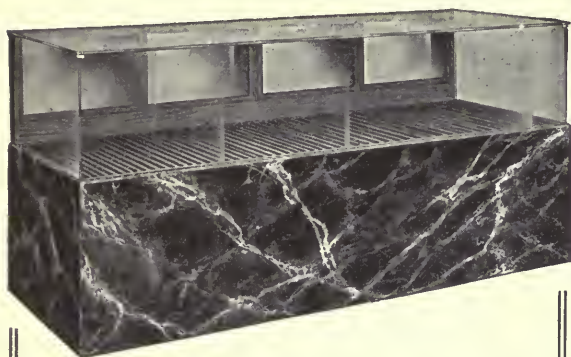
"They are the 'come-back' kind. They come back whole and bring with them pleased customers."

Frank B. Wooley, Jr.
Riter Bros. Drug Co.,
Logan, Utah.

Each month until January 1917, to the pharmacist or any employee in a pharmacy who, in 50 words or less, submits the best reason for using Circle A Corks in prescriptions, we shall send free of charge, (express prepaid) a bag of 1000 Extra Long Circle A Corks in sizes from 2 to 6. The winning answer together with a picture of the contestant or the store (if furnished by him when requested) will be published each month in the various drug journals in which we advertise.

Contestants may submit as many answers as they desire and may compete each month. Only one bag of corks, however, will be awarded to a pharmacy. All answers to compete for the September prize must reach us before the 20th of August.

Armstrong Cork Company
113 Twenty-third Street Pittsburgh, Pa.



Increasing Sales and Profits.

NEW WAY store equipment is overcoming the problems—and increasing sales and profits for hundreds of modern drug stores—and it will do the same for you.

The line is completely and interestingly covered in our new catalogue "D"—which is now ready. Send for your copy to-day.

GRAND RAPIDS SHOW CASE CO.

Largest Manufacturers of Store Furniture in the World.
GRAND RAPIDS, MICHIGAN.

Branch Factory: LUTKE MFG. CO., Portland, Ore.

OFFICES AND SHOW ROOMS:

NEW YORK, 721 Broadway.	CHICAGO, 316-18 W. Jackson Blvd.	ST. PAUL, 315 Jackson St.
ST. LOUIS, 1134 Washington Ave.	PITTSBURGH, 928 Penn Ave.	DALLAS, 409 Scollard Bldg.
BOSTON, Room 305 Harvey Building, Corner Chauncey and Bedford Sts. Boston, Mass.		

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

"I AM absolutely convinced that my arguments are correct," said the earnest man.

"Well," replied Senator Sorghum, "it's a good start. You've got one man converted, anyhow."—*Washington Star*.

WIFE: "I almost cry when I think I might have married Mr. Richleigh."

Hub: "And I almost cry, too, when I think about it."—*Boston Transcript*.

ARTISTICALLY gotten up seals designed to suit your business—and to increase it—are offered by Herbert H. Jacobus & Son, Cedar Grove, N. J.

If you are in need of low-priced but effective business getters, write to the concern to-day for samples and prices.

"THIS building of submarines must be a very expensive business."

"Yes; but I suppose they pay for them with a sinking fund."—*Baltimore American*.

TED: "Pity the rain spoiled the game to-day."

Ned: "But you got a check, didn't you?"

Ted: "Yes, but to get off I had to use up the best excuse I ever had in my life."—*Judge*.

"Now," said the boss barber, questioning an applicant, "what is the thing to do if while shaving a man you cut the hide?"

"Hide the cut," was the prompt answer.—*Boston Transcript*.

Hokus: "Those two girls used to be bosom friends, and now they scarcely speak."

Pokus: "What's his name?"—*Life*.

AN announcement of interest to the trade was made recently by Richard A. Hudnut, who has sold a substantial interest in his business to Messrs. H. Pfeiffer, G. A. Pfeiffer and G. D. Merner, of the firm of Wm. R. Warner & Co., of Philadelphia and St. Louis. Mr. Hudnut continues as President. The office and laboratory located at 115-117 East 29th St., New York City, has been leased by the new organization.

THE SELF-MADE MAN: "Forty years ago I got my real beginning. I started out in New York with \$100. What do you think of that?"

New Yorker: "Well, it all depends on where you were going."—*Judge*.

KNICKER: How do you suppose men live in a submarine?

Bocker: Didn't you ever have a room in a seaside hotel?—*New York Sun*.

WHEN a soda-fountain rush is on "breaking" a five- or a ten-dollar bill to take out pay for a nickel drink is a time-consuming procedure that is likely to cause a kick from unserved patrons.

To prevent such occurrences is one of the objects of the Lock-Stub check system of controlling soda-fountain receipts. Where the system is in operation the check is sold to the customer before he orders, and all that the dispenser has to do is to take the check and serve the drink.

The Lock-Stub system also quickly stops "leaks" whether from carelessness or dishonesty. A booklet describing the system and explaining some expensive irregularities likely to occur under old systems will be sent upon application by the Lock-Stub Check Company, Bush Terminal, Brooklyn, N. Y., or 22 Quincy Street, Chicago, Ill.

MAUD: "Are you going to patronize the two-dollar movies?"

Beatrice: "Pay two dollars and sit in the dark? Not I! I only go to the show to see what the audience is wearing."—*Life*.

"POETRY is an ascent to the heights."

"That's what I think. Yet when you start to write it people say you have dropped into verse."—*Louisville Courier-Journal*.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.



Pluto Profits

You don't have to cut the price to sell PLUTO WATER; its popularity is such that people would pay twice the price if necessary. You sell at full price and get a full profit. Thus, with the steadily growing demand and ever-growing patronage, your annual profits on PLUTO sales will reach a very attractive total. Ask us more about it!

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana

POMPEIAN OLIVE OIL ALWAYS FRESH

DOCTORS recommend Pompeian—its merit has won the endorsement of hospitals all over the country—for Pompeian—finest quality olive oil—is *always fresh*.

¶ The enlightened purchasing public is now, at last, face to face with the fact that olive oil cannot remain sweet and pure indefinitely—as tinned vegetables. They realize that olive oil is a commodity that should be handled with the same care as dairy products.

¶ Fresh eggs, fresh butter, sweet milk—and Pompeian Olive Oil—the up-to-date housewife places them in the same category. For the Pompeian Company—proud of its product and solicitous for the welfare of its consumers—jealously protects the sweetness of Pompeian Olive Oil.

Write for our book of selected salad recipes
mailed free to any address

FULL MEASURE TINS

Gallons Half-Gallons
Quarts Pints Half-Pints

THE POMPEIAN COMPANY
GENOA, ITALY BALTIMORE, U. S. A.

THE STANDARD IMPORTED OLIVE OIL



CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

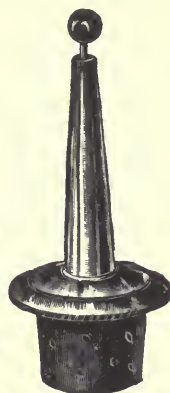
for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.
Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway



"Is your husband an altruist?"

"I don't think so," replied young Mrs. Torkins; "and I almost hope nobody asks him to join. Charley has so many uniforms now that I can hardly take care of them."—*Washington Star*.

WIFIE: "I just can't find words to describe my new bathing suit."

Hubby: "Then why not try some abbreviations?"—*Judge*.

THE JULY CIRCLE A CORK CONTEST.—That much discussed subject—Service—is the idea behind the winning entry in the July Circle A Cork contest. Frank B. Wooley, Jr., of the Riter Brothers Drug Co., Logan, Utah, was the fortunate contestant. He received the first prize—1000 Circle A Corks—for this entry:

"They are the 'come-back' kind. They come back whole and bring with them pleased customers."

Additional awards of 500 Circle A Corks each were made to Frank B. Denel, of the Schuster Pharmacy, Cherokee, Ia., and Mrs. Lynn Akins, of the Akins Drug Store, Kennedy, N. Y.

BULLETIN readers who are interested in this monthly contest will find complete particulars in the advertisement of the Armstrong Cork Company which appears on another page of this issue.

NORTH CAROLINA PHARMACISTS ELECT OFFICERS.—At the thirty-seventh annual meeting of the North Carolina Pharmaceutical Association, held at Wrightsville Beach, June 20 to June 22, the following officers were elected for 1916-1917:

President, E. G. Birdsong, Raleigh; first vice-president, G. A. Matton, High Point; second vice-president, S. E. Welfare, Winston-Salem; third vice-president, G. R. Pillsington, Pittsboro; secretary, F. G. Beard, Chapel Hill; treasurer, G. E. Burwell, Charlotte; local secretary, C. A. Raysor, Asheville.

E. V. Zoeller, of Tarboro, was re-elected a member of the State Board of Pharmacy.

CAN THE PUBLIC PRONOUNCE IT?—It would be interesting to know just how much business has been lost to good merchandise because of a poorly selected name.

How many thousands of people, for instance, have checked their impulse to ask the dealer for Pebecco, Sanatogen, Djer Kiss, Pinaud's Lilac Vegetal, Bon Ami cleansing powder, Kolynos or Cliquot Club Ginger Ale—merely because they were afraid of the pronunciation.

Few of us have the courage to approach a lordly drug clerk and take a chance on such weird combinations of vowels and consonants.

For this reason, many a woman has stuck to good old American chocolate ice-cream soda when she was just itching to sample the new "Chocolate Parfait a la Francaise."—*The Link*.

"Now they say they can weigh the conscience."

"By the ounce,"

"I imagine by the scruple."—*Kansas City Journal*.

"WHAT'S the leading industry of Crimson Gulch?" inquired the stranger.

"Literature," replied Broncho Bob. "If you don't believe it look at this here bunch o' minin' prospectuses."
—*Washington Star*.

"Is HE a typical American?"

"Yes, he likes baseball, has a motor car, owes a mortgage, pays alimony, and thinks the moving pictures have grand opera beaten a mile."—*Life*.

THE University of Illinois School of Pharmacy (Chicago College of Pharmacy) opens its fifty-seventh session on September 26, 1916, in a new location and with a complete new equipment.

At this school graduation from an accredited high school is required for entrance. Courses leading to the degrees of Graduate in Pharmacy and Pharmaceutical Chemist are offered.

An announcement describing the courses offered and containing other pertinent information may be obtained by addressing W. B. Day, Acting Dean, 701 South Wood St., Chicago, Ill.

ENTHUSIASTIC LADY: "Oh, sir, may we tarry here awhile and drink deep of these rural delights?"

Practical native: "Can't drink nothin' deep here, lady. This yere's a dry town."—*Baltimore American*.

FLANNERY: "Phat's the use o'choppin' down a tree?"

Finnegan (resting on his ax): "Phwy not?"

Flannery: "Sure, ye'll only have to chop it up again."—*Western Druggist*.

THROUGH the medium of *The Delineator*, *The Designer*, *The Woman's Magazine*, *Harper's Bazaar*, *Vogue* and *The Red Book*, over two and a quarter millions of people are having their attention called to Tetlow's Pussywillow Face Powder. Large space is being used in these magazines each month for the purpose of acquainting customers with the merits of the product.

Pussywillow Face Powder sells at the popular price of 50 cents a package, it is packed in an attractive box that makes for easy sales, and the quality of the product is such that repeat sales are assured in most cases.

On initial orders from druggists there is a special offer and sampling plan that results in liberal profits. Any jobber, or the Henry Tetlow Company, Philadelphia, Pa., will supply complete details.

"A CUBIC INCH of air can contain a million microbes," announced the doctor.

"And yet some people complain of feeling lonely," remarked the patient who was suffering from brain fag.
—*Judge*.

(Made in U. S. A.)



LOVE'S FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors — Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

IN 5-POUND BOTTLES
12 Bottles to the Case

Advertising Matter Included.

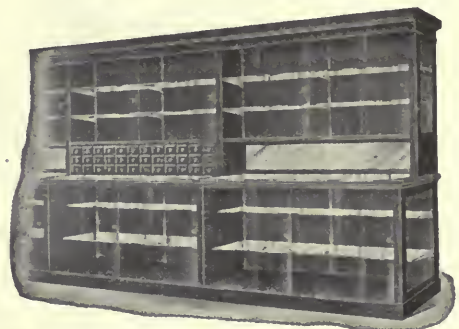
F. S. Love Manufacturing Co.

Confectioners,

JOHNSTOWN, PA.

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL
POINT IN MODERN
MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

Ask Your
Jobber for
Prescription



CORKS



MANUFACTURED
BY
R. W. McCready
Cork Company,
CHICAGO, ILL.

Prescribed by the Medical
Profession for 35 years.

BENGER'S
Reg. U.S. Pat. Off.
Food.

*For Infants, Invalids,
and Aged Persons.*

¶ The only food containing the
natural principles of self-digestion.

¶ *Benger's Food is consistently
advertised to the U.S. medical pro-
fession. It is sold throughout the
world in sealed tins.*

*Druggists' sample, with literature,
mailed free. Showcards and advertising
material on application to*

BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)

Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

80 U.S.

AN architect was standing before one of his newly completed creations. Its mistress, plentifully sprinkled with diamonds at eleven in the morning, turned to him and said:

"It's grand! And I've just decided not to employ a landscape gardener. I know just what I want myself. Banked up right against the porch there I want a real thick border—now what is that name? You know; those bright-red flowers that look so dressy—yes; now I have it—saliva!"

The architect was staggered for a moment, but soon recovered and came back enthusiastically.

"The very thing!" he agreed. "And right in front a nice row of spitunias!"—*Saturday Evening Post.*

TOMMY: "Talking of riddles, uncle, do you know the difference between an apple and an elephant?"

Uncle (benignly): "No, my lad, I don't."

Tommy: "You'd be a smart chap to send out to buy apples, wouldn't you?"—*London Mail.*

THE CARPENTER-MORTON COMPANY WINDOW TRIMMING CONTEST.—During Clean Up Week, May 1 to 7, the Carpenter-Morton Company, Boston, Mass., conducted a window-trimming contest throughout the United States and Canada in behalf of Campbell's Varnish Stain. Over eight hundred contestants sent in photographs which showed actual trims that had been made during the time of the contest.

The capital prize, a 1916 model Ford automobile, was awarded to Wm. H. Frear & Co., Troy, N. Y. The second prize, \$100, went to Creeper & Griffin, Owen Sound, Ontario, while the third, \$50, was awarded to the J. B. Blood Co., Lynn, Mass. The remaining prizes, five of ten dollars each were awarded as follows: G. W. Larabee Co., Kennebunk, Me.; John Strang & Son, Ottawa, Ont.; W. S. Clifford, Ashtabula, Ohio; Barber & Ross, Washington, D. C.; and Nave & Kennedy, Nevada, Ohio. Two exhibitors were awarded honorable mention, the Indian River Provision Co., Ft. Pierce, Fla., and O. B. Weber, Mattoon, Ill., each receiving five dollars.

G. Schweighofer, Chicago, Ill., was awarded \$150 for showing the greatest percentage increase of sales during Clean Up Week.

HOKUS: "Scribbler has had no less than nine plays rejected."

Pokus: "What is he doing now?"

Hokus: "Writing essays on the decline of the drama."—*Life.*

"YOUR dad is an old crank," said the youth, who had been told by her father that eleven o'clock was time to go.

Dad overheard the remark. "A crank is necessary in case of the lack of a self-starter," he retorted.—*Christian Herald.*

It's funny how a man whose health is so poor that his wife has to carry the baby when they go out anywhere can walk fifteen miles around a lodge-room with sixty pounds of robes and knickknacks on him.—*Puck*.

SHE: "You'd think he'd cut more ice! He's a Son of the Revolution, and——"

He: "I know—but he married a daughter of the resolution."—*Judge*.

MAMMA: "Bobby, if you saw a man starving, would you give him a piece of your pie?"

Bobby: "No'm. You said a person shouldn't eat pie on an empty stomach."—*Christian Register*.

SHE (thoughtfully): "Did you ever think much about reincarnation, dear?"

'18 (otherwise): "Think about it? I eat it nearly every day—only we call it hash."—*Tiger*.

PROVIDING each patron with a clean soda glass or sundae dish is practically impossible when the rush incident to the hot days of summer is on. To do so would require ceiling-high stacks of glasses and the employment of profit-consuming help.

With Vortex Sanitary Service, however, the number of customers that can be assured sterile containers is limited only by the speed at which the dispensers can turn out drinks.

The Vortex Service consists of paper inserts and metal holders which are used one in connection with the other. Each paper cup is sealed without glue and is tasteless, odorless, sanitary and attractive. The use of the service eliminates the washing and drying of glasses, does away with the danger of broken glasses, and cuts down serving expenses materially.

Your jobber or the Vortex Mfg. Co., Chicago, will quote prices and point out additional advantages of the service.

MRS. OWENS: "I wonder if the doctor's wife meant anything personal just now."

Owens: "What did she say?"

Mrs. Owens: "She said we might at least pay them a visit."—*Boston Transcript*.

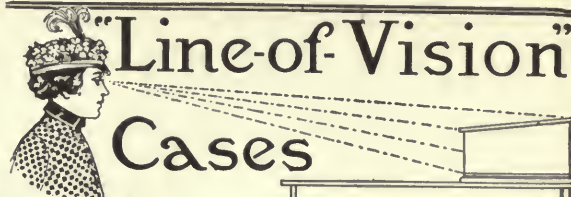
"He seems to enjoy being gloomy."

"Yep. Seems to be like a fellow who would be perfectly contented sitting alone in a summer cottage during a three-days' rain."—*Detroit Free Press*.

"I HEAR all the prisoners broke out who were in jail last week."

"What! A general jail delivery?"

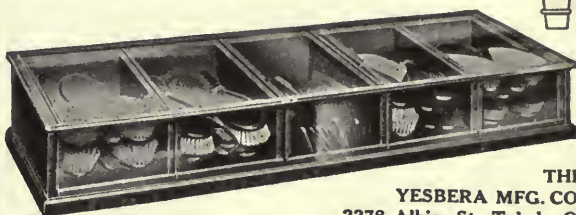
"Oh, no. An epidemic of measles."—*Baltimore American*.



PUT small articles up where your customers can see them.

YESBERA
TOLEDO

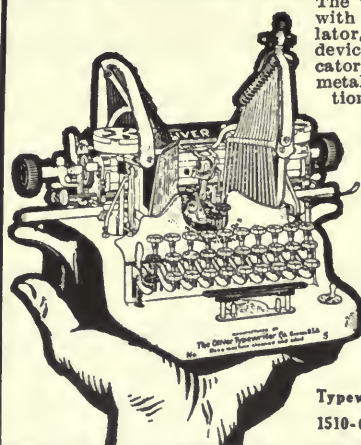
EVERY drug store can use, to advantage, several Yesbera "line-of-vision" cases. It is perfectly plain why sales increase when these cases are used. Write for catalogue showing the full line—you will be delightfully pleased at the low prices.



THE
YESBERA MFG. CO.
2278 Albion St., Toledo, O.

Amazing Bargain!

Every druggist needs this Genuine Standard Visible Oliver Typewriter that feeds labels and writes medical symbols.



The very latest Model 5, with back spacer, tabulator, color writing-ruling device, disappearing indicator. Nothing lacking—metal case, tools, instruction book. Life guarantee. We have sold 28,000.

FREE TRIAL

No Advance Payment

Send a little bit each month until our very small price is paid. No interest—no red tape. Mail the coupon for our amazing Bargain Offer and FREE Typewriter Book to-day. No obligation. No salesman to call and urge you to buy. Just information that benefits you. Write now!

Typewriters Dist. Syndicate
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Gentlemen: With the understanding that I am not purchasing anything or obligating myself in any way, you may send me your bargain offer on "Druggist's Model Oliver."

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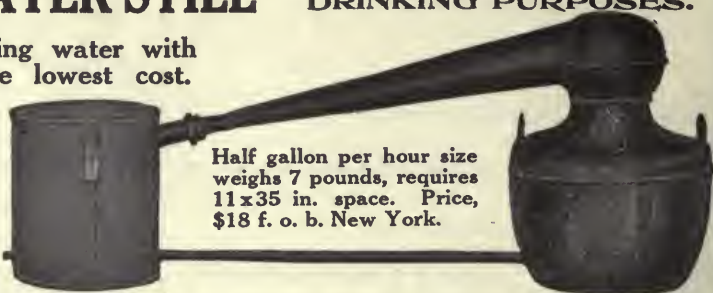
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Specially designed for distilling water with the least trouble and at the lowest cost.

The still is built of copper, lower section of one piece, interior surfaces are lined with pure block tin, coil in condenser is of pure block tin pipe. Nothing to corrode or rust. Insures pure water.



Half gallon per hour size weighs 7 pounds, requires 11x35 in. space. Price, \$18 f. o. b. New York.

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THE BEST toilet cream on the market and the best one for the dealer to handle

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TOMMY: "Mama, have gooseberries got legs?"

Mom: "Of course not, Tommy."

Tommy: "Then I've swallered a caterpillar."—

University of Pennsylvania Punch Bowl.

"Do you go in for aviation?" he asked the beauty of the high-class girls' school.

"No; not for aviation. One goes in for sea-bathing, but for aviation one goes up."—*Tit-Bits.*

BECAUSE of the present high prices of glycerin, castor oil, and other difficult-to-pour liquids, dispensing them from large cans is a wasteful and profit-consuming procedure that should not be countenanced.

A Phenix dispensing tank will prevent the waste and allow the heavy liquids to be dispensed in a cleanly and convenient manner. Bottles are filled directly from a pump spout and all drip returns to the tank. The cover is hinged, and fits snugly excluding all dirt.

The tray is held in place by a spring catch so that it may be easily removed and the interior of the tank cleaned thoroughly.

Phenix tanks, of two-gallon capacity, are furnished in unlettered or lettered "oleum olivae," "oleum ricini," "glycerinum" or "turpentine." The price is \$2.00 each and they may be obtained from the Whitall Tatum Company, at its Boston, New York, Philadelphia, or San Francisco branch.

WIFE: "My Christmas shopping is all done, dear! I had the gifts charged to you."

Young husband: "Uh huh! Then it'll be all dun' with me, after New Years."—*Judge.*

SUITOR: "What makes you think, sir, that I will not be able to support your daughter?"

Her Father: "The difficulty I've had in doing it myself."—*Boston Transcript.*



Prepare Against Waste by Using the GEM WASTE PAPER BALER

and turn your waste paper into paper dollars! Why burn your waste paper when it is worth from \$9 to \$15 per ton?

Our Gem baler is capable of making a 100 lb. bale, and is simple, strong, durable, and efficient, occupying small floor space; guaranteed for five years, will last a lifetime.

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Read: "Turning Waste into Cash," in the January number of this publication.

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**THIOCOL Tablets, Syrup
SCOPOLAMINE STABLE**

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AT THE SAME PRICE *as before the war*

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TWO YEAR COURSES IN PHARMACY AND CHEMISTRY.

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Address the Secretary, EDWARD H. NILES, 36 S. Pennsylvania St., Indianapolis, Ind.

"WILL," said Mrs. Spendthrift, "I've got lots of things I want to talk to you about."

"Glad to heart it," snapped her husband; "usually you want to talk to me about lots of things you haven't got."—*Life*.

DOCTOR (to Mrs. Perkins, whose husband is ill): "Has he had any lucid intervals?"

Mrs. Perkins (with dignity): "'E's 'ad nothing except what you ordered, doctor."—*Christian Register*.

EVERYTHING needed in the way of drug store fixtures from a section of shelving to a ten-thousand-dollar soda fountain is illustrated in the catalogue issued by the Walrus Manufacturing Co., Decatur, Ill.

The Walrus Company manufactures sectional drug store outfits of superior design and top grade construction, and sells them on easy time payments—the same way that the company markets soda fountains. Quantity production and excellent manufacturing facilities

enables the company to quote exceptionally low prices.

The catalogue will be sent upon mention of the BULLETIN. Better write for it today if your present fixtures have outlived their usefulness.

"I," SAID the temperance man, "strongly object to the custom of christening ships with champagne."

"I don't," replied the other man, "I think there's a temperance lesson in it."

"How can that be?"

"Well, immediately after the first bottle of wine the ship takes to water and sticks to it ever after."—*Orono Gazette*.

AMONG the participants in court that morning were two women who claimed the same man as a husband.

"Who's that very skinny fellow over there?" questioned one of the visitors.

"He's the bone of contention," chuckled the court attendant.—*Retlaw Guide*.

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RECREO
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IS THIS FORMULA CORRECT?

Stearate of Zinc, Balsam Peru and Boric Acid are the ingredients used to make RECREO a perfect healing, dusting and antiseptic powder. You know the necessity of such a powder, especially for babies in the summer-time, and with our advertising you can certainly sell lots of it. We have an especially good proposition for you. Write us at once.

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Save On Your Fixtures



by installing a Benderscheid "Victor" or "Olympic" Sectional Drug Outfit. They fit any size or shape of store, are handsome, durable—and cost 10% to 20% less than similar made-to-order outfits.

Examine the accompanying cut of an actual photograph. See what a handsome store a sectional outfit can produce. Then remember—the material and workmanship are the very highest. All doors are dust-tight and operate on steel track and ball-bearing rollers. No strips, springs or catches.

"Victor" and "Olympic" Sectional Outfits are carried in stock, ready for instant shipment. Settees, Wainscoting and Pier Mirrors, such as shown in illustration, are made to order. We sell through Jobbers.

Write your favorite Jobber for our 80-page illustrated catalog No. 14. It contains specifications and all particulars.

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

Benderscheid Mfg. Co., 2800-2826 N. 9th St., St. Louis, Mo.

HIM: I have a friend who suffers terribly from the heat.

Her: Where does he live?

Him: He isn't living.—*Lehigh Burr.*

"THERE goes a man who did me out of a million dollars."

Old Gotrox: "Why, how was that?"

"He refused to let me marry his only daughter."—*Boston Transcript.*

DO YOU KNOW WHAT YOU HAVE IN STOCK?—Have you noticed lately the number of nationally-known preparations in your stock which are provided with the Kork-N-Seal cap?

Scores of the largest concerns in the country have adopted the Kork-N-Seal for their liquid preparations because of the manifest advantages it offers over the ordinary cork stopper. The Kork-N-Seal is a closing device which is opened by simply raising the lever and pushing off with the thumb. Resealing is accomplished just as easily; the cap is replaced and the lever pressed down. There is nothing about it to break or get out of order and a bottle sealed with one may be opened or closed repeatedly.

Your customers will be pleased to have their atten-

tion called to the device for where it is used the disadvantages of the ordinary stopper are completely eliminated. Putting a few of the goods provided with the Kork-N-Seal in the window or on the show case will help give sales an upward tendency.

Kork-N-Seal caps are manufactured by the Williams Sealing Corporation, Waterbury, Conn.

"WHY do you call Bliggins an expert accountant?"

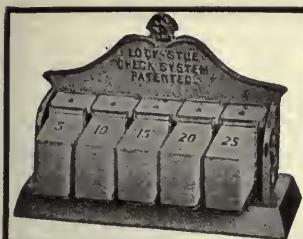
"Because of his assumptions of extraordinary wisdom. There isn't any phenomenon in the universe that he doesn't assume to be able to account for."—*Washington Star.*

"WHAT is your idea of harmony in politics?"

"Same as most other people in my line of activity," answered the robust alderman. "Harmony consists in having your own way and persuading the other people to be resigned to fate."—*Judge.*

Mrs. X. (away from home): "John, did you leave out anything for the cat before you started?"

Mr. X. (who dislikes the cat): "Yes, I left a can of condensed milk on the table, with the can-opener beside it."—*Columbian.*



THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for the customer—no more sticky and slimy checks. Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. THE LOCK-STUB CHECK COMPANY, 22 Quincy St., Chicago.

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WHICH ONE IS THE BEST INVESTMENT?

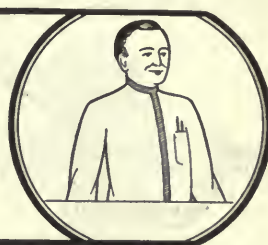
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its 31st Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph.G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A.C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now."

FRANK E. LOCK, Phar. M., Secretary.

"BROWN knows human nature, all right."

"Why?"

"Yesterday he said to me: 'Has your wife planned your vacation yet?'"—*Detroit Free Press*.

"I HEAR that fellow has spent his entire life in robbing widows and orphans."

"His entire life! Oh, how unjust! Why, he didn't make a cent at it until he was nearly thirty."—*Life*.

EX-LAX MANUFACTURING COMPANY GIVES EMPLOYEES DIVIDEND.—The Ex-Lax Manufacturing Company, of Brooklyn, N. Y., tendered its employees and their friends a banquet on the evening of Saturday, July 8, on the occasion of the second annual employees' dividend. Max Kiss, well known in drug circles and who has played an important part in the success of the Ex-Lax Company, acted as toast-master of the evening. Over one hundred and fifty people enjoyed the dinner and afterwards listened to the speakers of the evening.

I. Matz, president of the company, told of what he was trying to do and had done towards bettering conditions. The company provides free of charge a daily luncheon for all its employees, in conjunction with a delightful rest room for their use during the luncheon

hour. The Ex-Lax Company is one of the few in the drug field that is conducted on a co-operative basis, both stockholders and employees sharing in the profits.

Just before the evening program was brought to a close, Mr. Matz handed to the seventy-five of the employees present their dividend checks which amounted to about ten per cent of their yearly salaries.

"ANY improvements in this town since I was last here?"

"Well, the village cut-up has quit giving imitations of Charlie Chaplin."—*Upstate Gazette*.

MRS. KAWLER: "Did you ever go to one of those astrologers?"

Mrs. Blunderby: "No; but my daughter Kate is just crazy to have her periscope read."—*Boston Transcript*.

"FATHER likes you, Henry."

"He ought to, Geraldine. But after we are married he's going to find out that I'm not such a poor pinochle player as I have led him to believe I am."—*Birmingham Age-Herald*.

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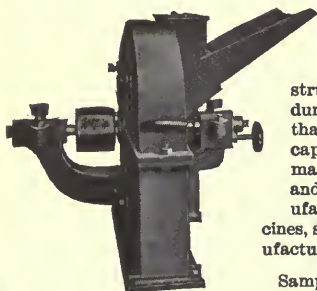
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DRUG MILLSFront View No. 1 MEAD MILL
(smallest size)

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

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This Institute has been established for more than eighteen years, and has graduated students in every state in the Union and a number of foreign countries. If you intend taking the State Board examinations, our course is the best quiz offered.

A sample lesson and full particulars sent on request at no expense to you.

Address THE PRACTICAL DRUGGIST INSTITUTE,
53 Gold Street, New York.

Wayne Curb Pumps and
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for Gasoline, and all kinds of oils, are worth knowing about.

When you write, state whether you are interested in a side-walk pump or a store system.

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"I KNOW a man who had a hundred curtain-calls in a week."

"I suppose he is a matinee idol."

"No: he was a house-furnisher."—*Baltimore American*.

"I've tried to teach my boy the value of money."

"Good thing!"

"Well, I don't know. He used to behave for ten cents, but now he wants a quarter."—*Life*.

ONE of the easiest ways for impressing customers with the quality and cleanliness of the drinks served at your fountain is to have the clerks attired in clean well-fitting, attractive dispensers' coats.

Weissfeld coats, especially designed for soda-fountain wear, are made in 25 styles and 40 patterns. All materials are thoroughly shrunk and the quality, workmanship, fit and style of each garment is guaranteed.

Samples of the various patterns offered and instructions for measuring will be sent free of charge by the M. Weissfeld Mfg. Co., 253 W. Market St., Philadelphia, Pa.

"MEN are so hideously lacking in self-control," a girl once said to her mother.

"Well, don't find fault with that," the mother answered. "If they weren't, most girls would die old maids."—*Detroit Journal*.

"GEORGE," said the fond wife, "I think our bank is going to fail."

"Nonsense, Clara. What makes you think so?"

"They just returned my last check marked 'No funds.'"—*The Jewsharp*.

"In heaven," said the sentimental maiden, "a man is never separated from his wife."

"I beg your pardon," interrupted the misogynist, "but I think you are getting mixed in your geography."—*Richmond Times-Dispatch*.

RAGGED ROGERS: "Dat's a mighty short stump yer smokin'."

Frayed Philip: "Yep; I like 'em dat way. Yer don't have ter draw der smoke so far."—*Boston Transcript*.

SWIPES: "Is that watch you bought any good?"

Bodkin: "Good? Well, I should say so. Last week it gained enough time to pay for itself."—*Washington Post*.

For prescription use where a pure, colorless, odorless and tasteless mineral of high natural viscosity is desired, Liquid Petrolatum, Squibb, is especially suitable.

Liquid Petrolatum, Squibb, consists of hydrocarbons of the naphthene series and exceeds the requirements of the U. S. P. and B. P. It has the very high specific gravity of 0.886 to 0.892 at 15° C and of 0.881 to 0.887 at 25° C.

It is sold only in one-pint bottles bearing the label and guaranty of E. R. Squibb & Sons, New York City, which concern will quote prices and furnish further particulars.

"Oh, war!" she suddenly cried.

"Why, war?" he queried.

"Well, I just turned on my ankle, and you know what war is."—*Northern Baptist*.

KID: Why does the cannon kick, papa?

Papa: I guess they charged it too much, sonny.—*Siren*.

"ONE reason, doctor, the boy is so nervous is that he has the aviation fever."

"Ah! that accounts for his rise in temperature."—*Baltimore American*.

THE death of M. F. Doherty, for many years a prominent druggist at Jeffersonville, Ind., occurred recently at his home. Handsome floral offerings from the physicians and druggists of Jeffersonville testified to the esteem in which Mr. Doherty was held by his associates.

"WHY don't you take the trouble to find out the way I like to have things done?" asked the mistress.

"It's not worth while, mum," replied the new girl, "I never stay in a place long."—*Judge*.

"I'M afraid you went to sleep during that learned discourse," said the woman with a strong sense of duty.

"Yes," replied her husband; "when it started I was afraid I wouldn't."—*Washington Star*.

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Put them on packages you sell and on the preparations you make. They are attractive and distinctive, making excellent advertising. Useful and convenient in sealing many packages. We design them to suit your business and the prices are low.

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Put in a line and get more rainy-day profits. Umbrellas are quick sellers to transient and regular trade. Sudden showers bring brisk demands—you can sell them easily.

Cost 65c.—Sell for \$1.00

A piece-dye, Taffeta umbrella; ladies' or gentlemen's style. Fine value at \$1.00. Costs you 65c. Send for a Sample dozen of this Leader.

We Specialize in Umbrellas for Drug Stores. Many Styles at Many Prices. Find out about our full line. Send for details. Terms Net 10 Days.

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To qualify for admission a complete high school course is required.

This School was the first to offer a systematic laboratory course in prescription filling. Ample laboratory facilities; complete equipment.

Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during the last two years.

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OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

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Antiseptic Cleansing and Healing

It can be lightly applied to open cuts and wounds, and to cool burns, and well rubbed in for sprains, strains and bruises.

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Become a Registered Pharmacist



There were 43,790 retail druggists in this country last year and the number is constantly increasing. Each store must employ one registered pharmacist, many have more. Prepare yourself for one of these positions, easy work and good pay. Our complete, practical course in pharmacy fully equips you to pass any examination.

Full Course Requires Only 72 Weeks
Why put in four years' hard work at low pay?
Our course saves you 2 1/2 years' time. Gives you full training. Investigate today! Our free booklet.

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"THEY say," remarked the spinster boarder, "that the woman who hesitates is lost."

"Lost is not the proper word for it," growled the fussy old bachelor at the pedal extremity of the table. "She's extinct."—*Philadelphia Ledger*.

A PATIENT in a hospital had to be fed on a daily diet of egg and port wine. When asked by the physician how he liked it, he replied: "It would be all right, doctor, if the egg was as new as the port and the port as old as the egg."—*Boston Transcript*.

AUTOMOBILE ENTHUSIAST: That car of mine climbs hills like a mountain goat!

Cynic: Yes, I've often noticed how it skips.—*Record*.

To HELP promote the sales of Stanolind Liquid Paraffin a number of effective dealer helps are supplied free of charge.

Among the helps are display cards printed in two shades of brown, which harmonize with almost every interior finish and which are very effective; empty cartons for window display, the color scheme of which is in soft delicate tones; and attractive-appearing booklets which are written in an interesting, educational manner.

If you want a supply, address the Standard Oil Company, 72 West Adams St., Chicago, Ill.

IKEY: Father, with what does people feather their nests?

Swindlebaum: With cash down, with cash down, you know.—*Drug Topics*.

"FATHER is no longer an Episcopalian."

"Why not?"

He said the 7th inning came too often in the service.—*Harvard Lampoon*.

At a cost of less than 85 cents each you can provide ten of your doctor customers—or those you want for customers—with a thousand prescription blanks printed on fine bond paper, bound in pads of 100 with or without flaps to fit case.

The Stillwater Printing Company, Inc., Warren, Pa., will send the ten thousand blanks upon receipt of \$8.45. Leather cases with doctor's name in gold may be obtained for ninety cents each.

This company makes a specialty of druggists' printing and will be pleased to submit samples of its full line of prescription blanks, drug envelopes, stationery, delivery envelopes, remittance blanks, etc.

WILLIE: "May I go and play now, ma?"

Mother: "What, with those holes in your trousers."

Willie: "No, with the boy next door."—*St. Paul Dispatch*.

"My wife constantly pesters me for money. Does yours?"

"No; the people she buys things from do that."—*Boston Transcript*.

THEY say you can't square the circle."

"Well, you can do it after a fashion," said the mathematician, "just as when you go out for a walk you circle the square."—*Pittsburg Post*.

THE new night watchman at the college had noticed someone using the big telescope. Just then a star fell.

"Begorra," said the watchman, "that felly sure is a crack shot."—*Strackleton News*.

LECTURER: The idea of eternity, my friends, is something too vast for the human mind to conceive.

Voice from Audience: Did you ever pay for a seven-hundred-dollar piano on the instalment plan?—*Life*.

BIGGER and better than ever! More illustrations, better trims! And the price has not been advanced.

Send to-day for "Window Displays for Druggists," the new third edition. Two big editions have been sold, and the third is now on the market.

One hundred and fifteen photographic reproductions of actual windows, each accompanied by descriptive text; prize-winning windows selected from more than a thousand trims, and each of the 115 costing \$5—that's what the book is made up of, in part.

And you can get all this, post-paid, for \$1. E. G. Swift, publisher, box 484, Detroit, Mich.

"I WILL send you those dark trousers to be reseated, Mr. Snip. You know I sit a great deal."

"All right, and if you send me the bill I sent six months ago, I shall be pleased to receipt that also. You know I stand a great deal."—*London Mail*.

"You haven't got anything on my husband," said the woman in the drug store.

"Oh, yes, I have," replied the druggist; "he's wearing a porous plaster he hasn't paid for yet."—*Yonkers Statesman*.

MRS. DUBBS: "The war will be over in three weeks."

Mrs. Hubbs: "What makes you think so?"

Mrs. Dubbs: "My husband has just enlisted, and he never holds a job more than three weeks."—*Buffalo Express*.

"WELL, Chester," said Aldrich, "what did your sister say when you told her I was waiting?"

"Why, she didn't say nothing," replied the small brother. "She just took a ring off one finger an' put it on another."—*Life*.

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For Indigestion, Constipation, and to regulate the Stomach and Bowels. Ten millions of Ripans Tablets have been sold in a single month.

ORDER OF YOUR JOBBER

Ripans Tablets, 5c.....doz. \$0.40
25c. (choc.-coat.).....doz. 2.00
60c. (family).....doz. 4.80

Gross lots 5c. size, or \$6 lots assorted, 5 per cent. discount.



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USEFUL in EYE, EAR, NOSE or THROAT

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Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

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Sal Hepatica

\$2.00 \$4.00 \$8.00 Per Doz.

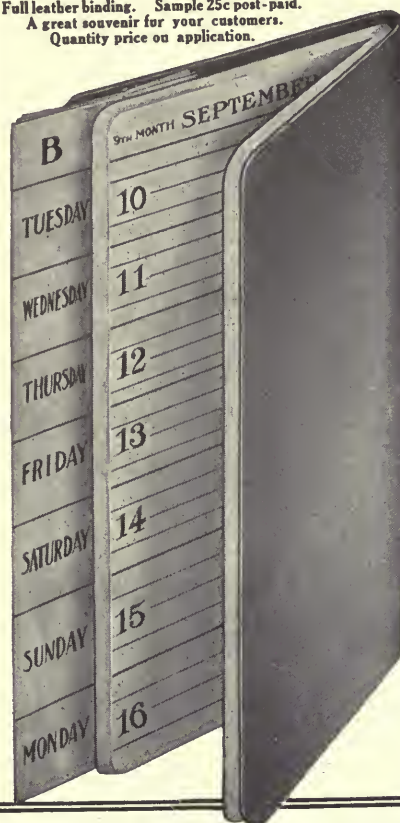
Gastrogen Tablets

\$4.00 \$24.00 Per Doz.

All Jobbers

BRISTOL-MYERS CO. NEW YORK

Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.



PERPETUAL DIARY

(Patented January 24th, 1905)

Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

It can be used for recording appointments, meetings, dues, notes, all legal obligations, contracts, receipts, weather reports, etc.

A Comparison with Records for Previous Years Instantly Available.

A Family Register—Births, marriages, deaths, accidents, sickness, rent, board, vacations, travels and other important personal notes can be permanently recorded.

A School Register—Examinations, attendance special days, exercises and historical events can be jotted down for instant reference and comparison.

Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer, mechanic and everybody desiring records of daily events.

GEO. SEELMAN & SONS CO.,

LEATHER ADVERTISING SPECIALTIES,
MILWAUKEE, WIS.



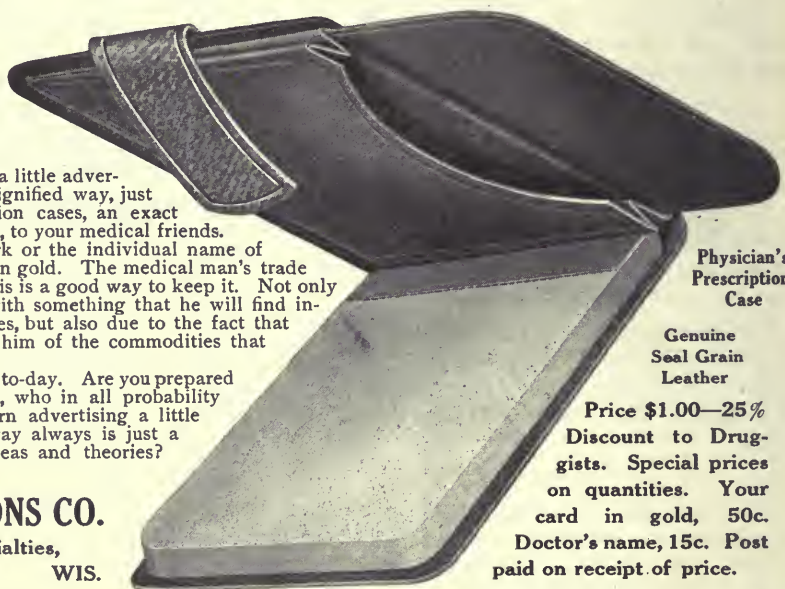
ATTENTION!!—Mr. Druggist or Mr. Dealer,
Don't DREAM of Big Profits, GET Them—Secure the
Patronage that Counts.

If you have any idea of doing a little advertising in a modest, refined and dignified way, just present a few of these prescription cases, an exact copy of which is reproduced above, to your medical friends. Have your name card or trade mark or the individual name of the recipient stamped on the case in gold. The medical man's trade is the trade you want to keep. This is a good way to keep it. Not only because you have presented him with something that he will find invaluable for its convenient features, but also due to the fact that the article will constantly remind him of the commodities that you have at your disposal.

Preparedness is the slogan of to-day. Are you prepared to keep up with your competitor, who in all probability appreciates the virtues of modern advertising a little more than you do, and in this way always is just a little bit more advanced in his ideas and theories? Think it over.

GEO. SEELMAN & SONS CO.

Leather Advertising Specialties,
MILWAUKEE, - - - WIS.



Physician's
Prescription
Case

Genuine
Seal Grain
Leather

Price \$1.00—25%
Discount to Drug-
gists. Special prices
on quantities. Your
card in gold, 50c.
Doctor's name, 15c. Post
paid on receipt of price.

THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

THE following amusing incident was witnessed the other day at a London railway terminus. A Salvation Army lassie was selling *The War Cry* at the windows of the trains. In one of the compartments were a number of "knuts," and one of them, thinking to have some fun at the expense of the sister, asked her if she would offer up a word of prayer for him.

Rising to the occasion, the sister put her hand on his head and, to the amusement of those within hearing distance, replied:

"O Lord, make this young man's heart as soft as his head."—*Tit-Bits*.

THE well-known brand of Potassium Iodide manufactured by Chas. Pfizer & Co. is especially appreciated by Pharmacists and Manufacturers of Pharmaceutical Preparations who desire an article that is uniformly U. S. P.—*Adv.*

TO THE MAN WHO RETURNED A V.

Tell me, old pal, that you didn't intend
To return it the day that you said;
Tell me you used it to help out a friend
Or spent it on trifles instead.
Tell me you thought that I wasn't in need
And I'll try to remember you sweetly,
But, oh, I shall hate you forever, indeed,
If you say you forgot it completely.

Tell me the terrible tale of your woe,
Tell me you've been here before
And tried to return these few dollars you owe
And found but my locked office door.
Tell me you've not had the coin to repay
This loan until now, I won't doubt it;
But don't, oh, I beg of you, stand up and say
That you had forgotten about it.

—EDGAR A. GUEST, in *Detroit Free Press*.

"SEE that man over there? He is a bombastic mutt, a wind-jammer nonentity, a false alarm, and an encumbrance of the earth!"

"Would you mind writing all that down for me?"

"Why, in the world—"

"He's my husband and I should like to use it on him some time."—*Brooklyn Citizen*.

Cultivate Customers



by *always* handing them the *genuine*,
tried-and-proven article—such as

Antiphlogistine
TRADE MARK

thus habituating them in the thought that they can *always* depend on "their" druggist for absolute commercial and scientific reliability. *Cultivate customers on the basis of Confidence.*

5% on orders of \$12.00

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

PEROXIDE-
- Soap
- Cream
- Dentifrices

a Bluff?

NO! not if

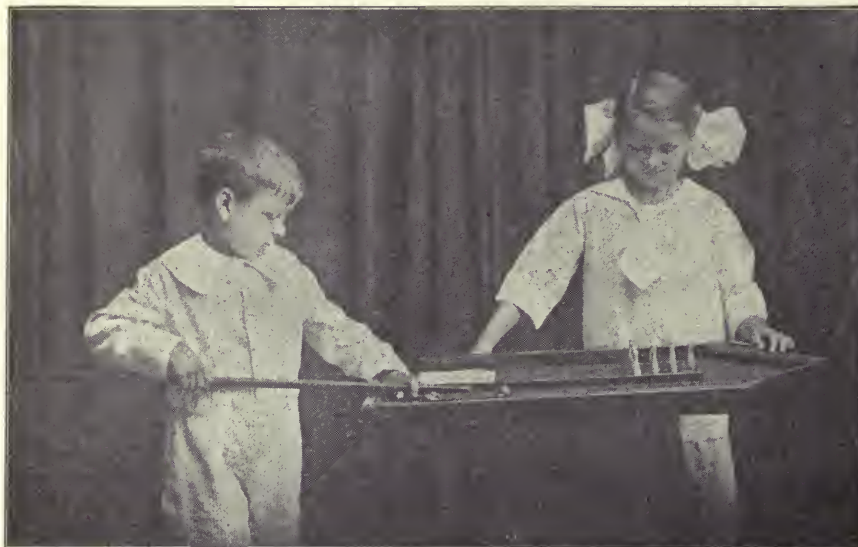
the proper Per-Salt
is incorporated.

Ask

The R. & H. Chemical Co.
100 William Street, NEW YORK.

PYRO-PIN or BOWLING TABLES

A Great Favorite with the Children and a Quick-selling Drug Store Side-line.



Here is a game that combines the fascination of bowling and billiards and which, on account of its wide appeal and liberal profits to the dealer, makes an ideal side-line for druggists. Get full particulars and prices from your jobber. If he is unable to supply you write to us direct and get ready now for the fall and winter demand.

H. P. EMERSON & CO., 33 Kingston St.,

BOSTON, MASS.

"POLITICS is just like a horse race."

"Because it depends on a difference of opinion, I presume."

"No. Most people either have to be in it themselves or have a bet up on somebody that is, before they really become interested."—*Detroit Free Press*.

WASH DRESSES of light shades that have been exposed to the color-destroying suns of summer are now likely to be decidedly faded, even if in otherwise good condition. The owners of such dresses hesitate to throw away good material but do not feel like wearing the dresses because of their faded appearance.

If these women knew that by immersing the dresses in a weak solution of Diamond Dye the original freshness could be restored, they not only would buy one or more packages of the dye but they would, in addition, be grateful to the druggist who suggested the use of Diamond Dyes to them.

Why not advance the suggestion?

THERE was a terrible dynamite explosion near a small town the other day. An old lady, hearing it, turned toward the door of her sitting-room and said: "Come in, Bella."

When her servant entered the room, she said:

"Do you know, Bella, my hearing is evidently improving. I heard you knock at the door for the first time in twenty years."—*Tit-Bits*.

In a shop recently, a well-known actress, who is noted for her perennial youth, asked for a traveling-bag of alligator skin. The shopkeeper, who had none of that particular sort, brought out instead some of smooth leather. "And you tell me this is alligator skin?" objected the actress. "Why, where are all its wrinkles?"

"Ah, madam," replied the wily dealer, who knew his customer, "wrinkles are out of vogue. The correct alligator bag is made from the skin of an alligator that has been massaged."—*Christian Register*.

THE "Faultless" Natural Nurser is a wide-mouthed rubber nipple which resembles the natural breast in shape. It is molded of fresh, live rubber, and its use is hygienic and sanitary. Each nipple is provided with a valve and reinforcing ribs which prevent collapsing and assure a regular, steady flow of milk.

Because of its construction, the "Natural Nurser" is soft and yielding, yet tough enough to stand repeated sterilization. It fits the bottle tightly; will not leak; is easily put on, yet cannot be pulled off by the baby.

"Natural Nurers" sell at a reasonable price and allow the dealer liberal profits. Trade prices and full details may be obtained from the Faultless Rubber Company, 334 Rubber Street, Ashland, Ohio.

W. M. JOHNSONS is walking about, but is complaining very much with his leg.—*Brewer cor. of the Heber Springs (Ark.) Headlight*.

September and Diamond Dyes.

There are lots of women who want to freshen up Summer gowns for September wear.

They'll buy

Diamond Dyes

if you feature them.

Here's a good chance to make some extra money. Feature Diamond Dyes now.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

TRADESMAN (who has been at the telephone for a quarter of an hour, to his apprentice): "Here, William, take the receiver, as long as my wife is talking to me. You don't need to make any reply; only when she asks, 'Are you still there, James?' say, 'Yes, Amelia, dear.'" —*Liverpool Globe*.

DOESN'T a net profit of \$31 from an investment of \$27 for quick-selling merchandise sound good to you?

Such is the special offer made by the Baldwin Perfumery Company, Chicago, on its line of perfumes and toilet waters for holiday selling. The well-known Baldwin perfumes represent the true floral essences and are attractively packed in boxes and bottles of the latest design.

The Baldwin Perfumery Company also manufactures the "Queen Bess" line of toilet preparations which, by reason of its high quality standard, is rapidly gaining in popular favor.

Writing to-day for particulars of the special offer will help solve the problem of what is best to feature during the coming holiday season. You will need perfumes, that's certain, and here is an opportunity to make an exceptionally profitable purchase.

"My daughter," said the father, "has always been accustomed to all the luxuries of wealth."

"Yees," replied the count, bristling up. "Zat ees what I am." —*Christian Register*.

YOUNG Mrs. Cornell was a bride of but a short time. One afternoon she confided to her friends at a pink tea that she was sure her husband never played poker at his club.

"How," queried one of the women, "did you find out?"

"Oh," explained the young bride, "I met a couple of the members of his club the other day and I asked them: 'Can Percy play poker?' They looked thoughtful for a moment and then answered very sincerely: 'No!'" —*Stover's Weekly*.

ARTIFICIAL LEGS?

The George R. Fuller Company, 99 N. Clinton Ave., Rochester, N. Y., manufactures them, and will send literature and catalogues on request.

Two tramps were sitting in the shade of a tree in Evanston, Ill., and one was reading to the other from a tattered newspaper the charitable work planned by a certain Chicago Croesus.

The listener sighed and remarked, with a break in his voice, "I wish that I had money enough to make every poor child in Chicago happy."

"What would you do?" asked the other knight of the road.

"Why," explained the first hobo, "I'd invest in real estate and live on my income." —*Christian Record*.



Increase Your Sales and Profits

by packing *your* preparations in American Can Company decorated packages.

We illustrate herewith one of our cold cream boxes lithographed in bright attractive colors, making it a very handsome display package.

This is one of the many attractive boxes listed in our catalogue No. 21. Write for it to-day.

AMERICAN CAN COMPANY

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

With offices in all large cities

SOME time ago a country man went to the parish priest and told him that he had seen a ghost at the wall near the church gate. The clergyman only laughed at him and asked:

"What shape was it in?"

"It was for all the world like an ass, sir."

"Go home, my man," said the clergyman. "You must have been afraid of your own shadow when you saw it on the wall."—*Lebanon Times*.

QUICK SALES and lots of them is the way in which successful modern merchandising is carried on. It's giving the customer what he asks for, at once and without quibbling, that gets return business.

Antiphlogistine sales are quickly and easily made; long-continued advertising has convinced the public of its merits.

Antiphlogistine, when bought in \$12 lots, entitles the dealer to an extra discount of five per cent.

"I CAN'T join the army. I got a wife dependin' on me."

"You've got a wife depending on you, Sam? I thought your wife took in washin' to support you."

"Well, she does take in washin', sir, but she's dependin' on me to be home regular to my meals."—*Detroit Free Press*.

Mrs. J. E. Jahn has opened a new store at Carondelet and Seventh Streets, New Orleans. The opening was a very brilliant affair, music by Rosato's military band and dancing being among the features. Many of Mrs. Jahn's customers sent flowers as tokens of their esteem and good-will.

Do you need plain or decorated collapsible tubes, cast metal sprinkler tops, soda holders, bitter tubes, or any kind of sheet metal goods?

The Consolidated Fruit Jar Company, New Brunswick, New Jersey, manufactures a full line of these products and will gladly quote prices on request.

HE was particularly polite to women, and usually made a good impression on them. A young woman who was visiting at the family hotel in which he resided grew enthusiastic about his manners.

"Oh, he's such a perfect gentleman!" she exclaimed. "He always remembers the little things which mean so much."

"Yes," agreed her hostess. "For instance, he and his wife were coming down from the roof in the elevator last evening. I boarded the elevator at the fourth floor, and the instant I entered he removed his hat and held it in his hand all the rest of the way down!"—*Windsor Express*.

Need Fixtures or Show Cases?

We can furnish anything you need from a single show case to a complete drug store outfit.



Store of Frank Baker & Son, Flint, Mich., equipped with "SILENT SALESMAN" fixtures.

If you are going to equip a new store, refit your present one, or buy any new show cases this Fall, you will certainly be interested in the exclusive patented features of "SILENT SALESMAN" fixtures, and it will pay you to get estimates from us before buying elsewhere. If in the market write us to-day and your inquiry will be promptly answered.

We make specially designed candy and cigar cases that have doubled business for other druggists. Write for particulars.



We make a specialty of copper store fronts. There's nothing like a good front to draw business. Let us tell you about them.

MRS. COOPAH: "Gi' me foah o' dem leddy fingahs."
Clerk: "Those are not lady fingers, they're chocolate eclairs."

Mrs. Coopah: "Doan yo' talk t' me, Missy. Doan Ah know a leddy fingah when Ah sees one?"—*Puck*.

CHRISTMAS post-cards, an assortment of over 50 subjects for the 1916 season, are now ready for distribution by the American News Company, Post Card and Novelty Department, 9-15 Park Place, New York City.

The cards are the work of well-known and high-salaried artists; the designs are striking; and the color combinations are most pleasing. Each card is skilfully lithographed on standard quality of cardboard.

In lots of 100, assorted, the cards cost fifty cents; lots of 500 may be had for \$2.00; and lots of 1000 for \$3.50. These prices are for mail or express delivery, f. o. b., New York.

Ordering now, while the assortment is complete, will insure a wide variety to pick from.

ANXIOUS MOTHER: "I wish you would speak to my son about smoking, Bishop. Tell him he won't go to heaven if he persists in it."

The Bishop: "My dear lady, that arrangement is out of date. I'll warn him that he won't get on the ball team."—*Judge*.

THE millionaire was sorely perplexed.

"Look here," he said, turning to his private secretary. "Can you tell me whether this note comes from my tailor or my legal adviser? They're both named Smith."

The note read thus:

"I have begun your suit. Ready to be tried on Wednesday. Come in."—*Associated Sunday Magazines*.

THERE'S a style of B-D fever thermometer for every fever thermometer need." Are you prepared to supply orders for each of the various styles?

If not write to Becton, Dickinson & Co., Rutherford, N. J., for particulars of this interesting line—find out why it is a profitable one for you to stock and why B-D thermometers are recognized by fever thermometer users to be instruments of quality and permanent accuracy.

"If a man called me a liar," asserted a braggart, "I'd sail in and lick him, if he weighed three hundred pounds."

"Well, you big bluff," answered one who was tired of listening, "I call you that here and now. You're a liar."

"Bluff yourself," came back the artist, without a minute's hesitation. "You don't weigh more than a hundred and fifty, and you know what I said."—*Tit-Bits*.

Liquid Petrolatum, Squibb

(Heavy Californian)

is a pure, colorless, odorless and tasteless

MINERAL OIL

consisting of hydrocarbons of the naphthene series and exceeding the requirements of the U. S. P. and B. P.

It has the very high specific gravity of

0.886 to 0.892 at 15° C.

0.881 to 0.887 at 25° C.

also an exceptionally HIGH NATURAL VISCOSITY, which is of paramount importance because true viscosity is the chief index of lubricating power.

It is sold only in one-pint bottles under the Squibb label and guaranty.

For further particulars address

E. R. SQUIBB & SONS

- - -

New York

IN Cornwall there was a case involving the ownership of an eight-day clock. After listening to the parties the judge said to the plaintiff:

"You get the clock."

"What do I get?" complained the defendant.

"You get the eight days."—*Exchange*.

B-B-B COMPANY OPENS DALLAS BRANCH.—Announcement has just been made by officers of The Bishop-Babcock-Becker Company, Cleveland, Ohio, that they have opened a branch at 915 Elm Street, Dallas, Texas, where they will have a stock of "Red Cross" soda fountains, "Eureka" carbonators, and soda fountain supplies of all kinds, as well as other products of the company's manufacture, enabling them to give the best service to the southern trade.

The Bishop-Babcock-Becker Company maintained a Texas branch until a few years ago. The company and its varied line of high-grade products are well known in the South.

"BEHIND the altar," said the cathedral guide to a party of tourists, "lies Richard II. In the churchyard outside lies Mary Queen of Scots. And who"—halting above an unmarked flagging in the stone floor and addressing a tourist from London—"who do you think, sir, is a-lying 'ere on this spot?"

"Well," answered the Cockney, "I don't know for sure, but I have my suspicions."—*Tit-Bits*.

THE teacher had been talking about a hen setting on eggs, and, with the incubator in mind, asked if eggs could be hatched in any other way. "Yes, sir," said an experienced person of nine, "put 'em under a duck."—*Exeter News*.

SHE: "Is Princeton in New York?"

Student (truthfully reflective): "Yes, a great part of the time."—*Princeton Tiger*.

"MANUFACTURED expressly for the finest prescription trade."

Such is the way the J. H. Paddock Company describes Peerless brand corks.

If you want that kind for your prescription work—and you can ill-afford to use any other—address the company at Bush Terminal, Brooklyn, New York, and ask for prices.

SHE: "So you've been up to see the Browns. Is their new flat very small?"

He: "Well, they've had to exchange all their statuettes for bas-reliefs."—*Boston Transcript*.

"Is THAT Mexican general a fire-eater?"

"Mighty close to it. I've seen him devour chile con carne with great relish."—*Washington Star*.

Ambrosia Assortment
REG. U.S. PAT. OFF. SPARKS

**To Introduce Our
PURE MILK CHOCOLATE SPECIALTIES**

in localities not now represented by jobbers, will ship, express prepaid, direct to druggists, on receipt of money order or check for \$5.25, six full boxes as illustrated. Subject to examination, money refunded if not perfectly satisfactory. Assortment contains 120 five-cent bars, and 300 tin-foil wrapped Sparks, selling 10 for a nickel. You realize \$7.50 from the sale of this lot.

1 Box—24 packages Ambrosia Almond Bars	
1 "—24 " " Filbert Bars	
1 "—24 " " Chocolate Bark	
1 "—24 " " Peanut Slabs	
1 "—24 " " Sweet Milk Chocolate Cakes	
1 "—300 pieces Ambrosia Sparks—Tin-foil Wrapped	

Ambrosia Sweet Milk CHOCOLATE
NET WEIGHT 1½ OZ.
AMBROSIA CHOCOLATE CO. MILWAUKEE U.S.A.

Ambrosia PEANUT SLAB

Ambrosia CHOCOLATE BARK

Write To-day To

AMBROSIA CHOCOLATE CO., 331-337 Fifth St., Milwaukee, Wis.

Wholesale Chocolate Manufacturers.

PATER: "Who is making that infernal jangle on the piano?"

Mater: "That's Constance at her exercise."

Pater: "Well, for heaven's sake, tell her to get her exercise some other way."—*Boston Transcript*.

No ADVANCE payment is required to secure a standard visible Oliver typewriter on free trial. You can try one out in your own store and, after proving the suitability of the machine for your requirements, pay for it in small monthly instalments.

The model 5 Oliver feeds labels, prints medical symbols, and is fitted with back spacer, tabulator, color writing-ruling device, disappearing indicator, etc. Each machine is supplied with a metal case, tools and an instruction book, and is accompanied by a life guarantee.

An especially low price offer is made on this machine, particulars of which may be ascertained by mailing the coupon attached to the ad, elsewhere in this issue, of the Typewriters' Distributing Syndicate, Dept. 302C, 1510 Wabash Avenue, Chicago.

"BLIGGINS is still talking about the bright things his boy says."

"Well, I envy him. It must be great to have a boy who entertains himself thinking of bright things instead of banging on the cellar door with a board or experimenting with a shotgun."—*Washington Star*.

YOUNG HOPEFUL: "Father, what is a traitor in politics?"

Veteran Politician: "A traitor is a man who leaves our party and goes over to the other one."

Young Hopeful: "Well, then, what is a man who leaves his party and comes over to yours?"

Veteran Politician: "A convert, my son."—*Tit-Bits*.

CARL: "Liquid has size and volume but no shape."

John: "Some girls must be liquid then."—*Liquid Bottler*.

"LINE-OF-VISION" cases are designed to meet a primary requirement of present-day merchandising, namely, to permit—at little expense—of the display of small articles in such a manner that they cannot be overlooked by any customer. They fit on top of the floor cases and put small articles up where the store patrons can see them.

"Line-of-vision" cases are fully described and illustrated in an attractive catalogue which will be mailed to any BULLETIN reader who writes to the Yesbera Manufacturing Company, 2278 Albion Street, Toledo, Ohio.

JUDGE: "This man was a stranger to you! Then why did you pick a fight with him?"

Kelly: "All me friends is away on their vacations!"—*Life*.

Horrlick's The ORIGINAL MALTED MILK

A product with a reputation
 coveted by others

"Listen to them!"

"Do you think with your native American independence you would feel unnerved in the presence of a king?"

"Not if I had an ace."—*Baltimore American*.

THE skin-chapping winds of early fall will give a decided impetus to cold-cream sales and, in order to make sure that you will get your share of the business, your own-make cold cream should be dispensed in an attractive display package.

Such a package, a cold cream box lithographed in bright attractive colors, is illustrated in catalogue 21 issued by the American Can Company, of New York.

Better send for a copy of the catalogue to-day. It lists a number of artistic containers especially designed to boost the sales of own-make preparations.

AGNES (yawning): "Oh, dear! I feel today as if I were thirty years old."

Marie: "Why, what have you been doing to rejuvenate yourself?"—*Boston Transcript*.

"HAVE you the firmness that enables you to go on and do your duty in the face of ingratitude and ungenerous criticism?"

"I ought to have. I once cooked for a camping party."—*Washington Star*.

"How much does it cost you to run this yacht, old chap?"

"If I knew, I wouldn't do it."—*Life*.

"You know," said the student sententiously, "the Romans had a strong sense of the beautiful."

"Yes," agreed Mr. McGudley, "but then they wasn't very practical. Them Roman candles is very pretty to look at, but it's tarnation hard to read by 'em."—*Ladies' Home Journal*.

How to make a new base for a broken graduate is surely a valuable bit of knowledge to possess.

This and 349 more equally valuable ideas are included in the book, "350 Dollar Ideas for Druggists." E. G. Swift, P. O. Box 484, Detroit, Michigan, will send it to you, post-paid, upon receipt of one dollar.

ONE Thanksgiving eve a man who had won a turkey in a raffle was bringing the bird home, when he chanced to meet his daughter. Wishing to swagger a little, he said:

"My word, lass, we'll make an attack on Turkey tomorrow! This is a real Constantinople!"

"Aw dare say it is," replied the daughter, smiling. "But you might have asked for a Bagdad."—*Irish Fair*.



STANDARD GRAVITY SPIRAL CHUTES

will greatly reduce your handling expense and increase your capacity.

Gravity is controlled absolutely in our scientifically constructed spiral. A package weighing several ounces or box weighing several hundred pounds is lowered at the same rate of speed.

Our spirals and conveying systems are installed in the plants of the following manufacturers and wholesale druggists:

Parke, Davis & Co., Detroit.
Parke, Davis & Co., St. Louis.
Churchill Drug Co., Cedar Rapids, Ia.
Riker-Jaynes Drug Co., Boston.
United Drug Co., Boston.
Michigan Drug Co., Detroit.

Write for Catalog

Minnesota Manufacturers' Association

NORTH ST. PAUL, MINN.

Branch Offices: { 401 Penobscot Building, Detroit, Mich.
Room 212, 549 W. Washington St., Chicago, Ill.

AN INVITATION TO WOMEN PHARMACISTS.—The following communication has been received from Mrs. G. D. Timmons, chairman of the Women's Section of the American Pharmaceutical Association:

"A cordial invitation is extended to all women interested in the A. Ph. A. to attend the sessions of the Women's Section to be held during the meeting of the national convention in September.

"Interesting programs are being planned by the executive committee. An informal reception will be held at the first session.

"Come and get acquainted, and in so doing assist in the promoting of the interests of the A. Ph. A."

LITTLE MAMIE refused persistently to take the prescribed pill. Her mother resorted to strategy, and concealed the pill in some preserved pear, and then gave it to Mamie to eat. A little later she asked:

"Has my little darling eaten her pear?"

"All except the seed, mamma, dear," the little darling replied.—*Fruitgrowers' Age*.

"SOME girl has written her name and address on one of these eggs."

"Ah, a romance."

"No romance about it. You'll have to pay letter postage instead of parcel rates."—*Louisville Courier-Journal*.

CHARLEY TOWNE, the magazine editor and poet, was once asked to act as the judge of a prize-story competition, open to all aspirants.

He consented.

From the publishing house conducting the contest a huge burden of manuscripts was brought to him. Selecting a bulky envelope at random, he opened it and withdrew from it a great number of sheets of foolscap, covered on both sides of the pages with fine writing, done in purple ink and in a feminine hand.

Afterward, following his prompt resignation from the job of judge, Mr. Towne forgot the title of the story; but the opening sentence lingered in his memory. It was as follows:

"The day the ball was to be that night dawned auspiciously."—*Lexington Record*.

WITH the school season just starting up in all parts of the country, right now is a particularly good time to feature the line of inks and adhesives manufactured by the Chas. M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y.

Included in the Higgins' line are drawing inks, eternal writing ink, engrossing ink, taurine mucilage, photo mounter paste, drawing board paste, liquid paste, office paste, vegetable glue, etc.

A letter addressed to the company, and mentioning the BULLETIN, will bring prices, discounts and printed matter.



To open "press" center.

The
Upressit
TRADE MARK REGISTERED

JAR CAP

is more easily removed and
 replaced than any style of
 cap on the market.

Stock sizes 1" to 3"



To close "press" outer edge.

Makers of Toilet Creams, Ointments and similar preparations packed in opal jars find the "UPRESSIT" Cap superior to any other style of closure and hail "UPRESSIT" as the solution of this important problem. It is simple, handsome and sanitary, cannot work loose, and always makes an effective seal.

LET US SUBMIT SAMPLES AND PRICES, WITH OR WITHOUT OPAL JAR.

U.S. METAL CAP & SEAL CO., 107 W. 13th St., New York City.

In the course of a lesson on domestic economy and hygiene a certain mistress was given an apt answer by a housemaid. Speaking of milk and its importance as food, the lady asked:

"What is the best place to keep the milk nice and fresh during, say, a hot summer day?"

And the girl, thinking this an "easy one," replied: "Please, ma'am, in the cow."—*Breeder's Gazette*.

"If your goods are stored in old-style wood cases they are *housed*—not displayed," says the Quincy Show Case Works, Quincy, Ill.

The Quincy company suggests that you send for its catalogue, number 22, illustrating Quincy cases which are claimed to afford the maximum in display space and to show off goods to their best advantage.

A postal card request will bring the catalogue to your desk.

Visitor: "My good man, you keep your pigs much too near the house."

Cottager: "That's just what the doctor said, mum. But I don't see how it's agoin' to hurt 'em."—*Punch*.

"CAN you tell me what a smile is?" asked a gentleman of a little girl.

"Yes, sir; it's the whisper of a laugh."—*Answers*.

"MR. SMITH, may I take you apart?"

"No, sir, you can't. I'm no prize puzzle."—*Baltimore American*.

JUST right for insuring maximum window-lighting efficiency—the 100-watt Edison Mazda C lamps.

This lamp is the latest, the most powerful and the most economical lamp of its size, and the size is the one best suited for making window displays show to their best advantage.

Your lighting company or the nearest Edison agent has the 100-watt Edison Mazda C lamps in stock and can demonstrate their advantages to you. If you want still more expert help on your lighting problems write to the Edison Lamp Works, of The General Electric Company, Harrison, N. J. The company will gladly give advice on any bothersome points.

ONE of the members of a committee of inspection on its tour of a certain penitentiary found himself in conversation with one of the convicts. The latter was disposed to be confidential, and thus unburdened himself:

"It is a terrible thing to be known by a number instead of a name, and to feel that all my life I shall be an object of suspicion among the police."

"But you will not be alone, my friend," said the visitor, consolingly. "The same thing happens to people who own automobiles."—*New York Times*.

CHRISTMAS POST CARDS

A Splendid Assortment of over 50 Subjects for the 1916 Season from America's Leading Factories.



You will not find a better selection of Xmas Post Cards than we are offering this season.

They are the work of well-known and high-salaried artists.

The designs are striking and the color combinations are most pleasing.

They are skillfully lithographed on standard quality of cardboard.

Send us your order now!

PRICES

100 Assorted	-	\$.50
500 "	-	2.00
1000 "	-	3.00
2000 "	-	5.50

By Mail or Express F. O. B.
New York.

Don't fail to ask for our
TOY CATALOGUE
and our proposition on
LOCAL VIEW POST CARDS

THE AMERICAN NEWS COMPANY

Post Card and Novelty Department

Nos. 9-15 Park Place

NEW YORK CITY

"Look at 'em!" exclaimed the burglar.

"Look at what?" asked the pocketbook-snatcher.

"Them black an' white stripes that's all the style! I kin remember when they put 'em on us we thought we was disgraced!"—*Washington Star*.

"Roche" specialties, including Digalen, Pantopon, Thigenol, Scopolamine Stable, and Thiocol (tablets and syrup) have not been raised in price because of the European situation.

Despite the increased cost of the ingredients and the difficulties of importation, the Hoffmann-LaRoche Chemical Works, New York City, is offering abundant supplies of these products at the same prices that prevailed before the start of the war.

"What's that thing, doc?"

"That's the medicine-ball I bought you."

"Then I'm afraid there is no hope for me."

"Why not?"

"I never can swallow that."—*Youngstown Telegram*.

The children were studying caterpillars, and the teacher began the lessons with a very simple question:

"What is a caterpillar, Tommy?" she asked.

"A caterpillar," he replied, "is an upholstered worm."—*The Continent*.

OLE JOHNSON came directly from the forests in Sweden to a lumber camp in northern Minnesota. On a recent visit to the city he saw the moving pictures for the first time in his life.

"You yust bet Ay had gude time," he said, relating his experience back at camp, "An' would you believe I'm? Ay vent in vun place where dey squirt pictures on de wall!"—*Huron Eagle*.

HUNDREDS OF THOUSANDS of dollars are lost annually by druggists who inadvertently dispense preparations in oversize bottles. Even if only one bottle in ten exceeds its stated capacity, it may mean that the loss occasioned will render the sale of all ten bottles profitless.

Machine-made bottles, produced by the "Owens" process, are claimed to be absolutely uniform in height, weight and capacity. Each one is like every other, so that there is no chance for profits to disappear by the overmeasure route.

The Whitney Glass Works, Glassboro, New Jersey, manufactures bottles, either narrow or wide mouth, by the "Owens" process and will gladly quote prices on request.

"INTERESTED in politics?"

"I should say I am. I'm one of the few who took the trouble to vote at the Presidential primary."—*Detroit Free Press*.

DRUGGISTS' FIRE INSURANCE

—Adjustment Satisfaction—

Our adjusters are not only experienced and capable in handling fire loss adjustments. They are also practical druggists, of high standing in the profession, and can give you the speediest and fairest adjustment possible. Practically every letter which we receive after we have settled a fire loss expresses satisfaction which our **PERSONAL SERVICE** gave to the man who had the fire.

Isn't it worth while to know that when a fire occurs at your store, the adjuster for the A. D. F. I. Co. will be a fellow druggist? If you carry a policy with this company you are sure of **ADJUSTMENT SATISFACTION.**

If you are interested in getting Capital Stock insurance at a big Saving from Board Rates, drop us a post card.

A CAPITAL STOCK COMPANY

**SURPLUS TO POLICYHOLDERS OVER A THIRD OF
A MILLION DOLLARS.**

LICENSED AND OPERATING IN 34 STATES.

The American Druggists' Fire Insurance Co.,

1004-1005 Mercantile Library Bldg.,

CINCINNATI, OHIO.

THE grande dame had entered politics. "I'm here to take off my coat and work," she announced.

"Never mind about taking off your coat. Just lay aside your lorgnette."—*Louisville Courier-Journal.*

"How WE LOST A CUSTOMER" is the title of a clever little four-page folder distributed by the Bryan Drug Company, First National Bank Building, Vicksburg, Miss. The folder, when opened out, measures 5 inches by 3½ inches, and is printed in black ink on paper of a bright-red color.

The legend mentioned in the foregoing paragraph and the firm name are printed on the outside cover, and when the reader opens up the folder he finds a three-eighths inch heavy black border surrounding the page in the center of which is printed these two words: "He Died."

The back cover bears this alliterative slogan, "Simply sure, swift, satisfactory service," arranged in a perpendicular column with one large letter "S" serving as the initial letter for all five words.

THE KIDDIE: "Come quick! There's a man been fightin' my father more'n half an hour!"

Policeman: "Why didn't you tell me before?"

The Kiddie: "Because father was gettin' the best of it until a few minutes ago."—*Puck.*

MABEL: "Was your bazaar a success?"

Gladys: "Yes, indeed; the minister will have cause to be grateful."

Mabel: "How much were the profits?"

Gladys: "Nothing. The expenses were more than the receipts. But ten of us got engaged, and the minister is in for a good thing in wedding fees."—*Stray Stories.*

POPULAR for nearly a century, Planten's C & C or Black Capsules have long been staple drug-store merchandise.

Like all popular preparations, however, Planten's products have been subject to imitation, and the druggist is warned to beware of colorable imitations. A recent decision of the U. S. Court of Appeals sustained the right of the firm of H. Planten & Son, Brooklyn, N. Y., to the exclusive use of the trade-marks "C & C" and "C & C or Black" as applied to capsules.

AVIATOR (home from the war on leave): And then when you are up pretty high—three or four miles, say—and you look down, it's positively sickening. It is stupendous, awful. A great height is a fearful thing, I can tell you.

Lady (feelingly): Yes, I can sympathize with you, poor boy. I feel just that way myself when I'm on top of a stepladder.—*Tiger.*



X 4 =



THESE are not theoretical figures, but the practical results being obtained daily by hundreds of druggists, who have stopped paying fancy prices for prepared Milk of Magnesia and are making their own with

Mattison's "Magma" Magnesia (Calcined)

To 480 grains of Mattison's "Magma" Magnesia (Calcined) add 15 fluid ounces of water, and you have a pint of the finest Milk of Magnesia it is possible to produce. The cost to you averages only 5 cents per pint, if you buy the "Magma" Magnesia by the pound; the rest of the retail price is clear profit. Order a pound of Mattison's "Magma" Magnesia (Calcined) to-day, we'll ship through your jobber. Or at least send 10 cents for a trial package, enough to make a pint. Do it NOW—you can't start too soon.

Each pound package contains 10 lithographed labels for pints and 10 labels for 8-oz. bottles—Free.

KEASBEY & MATTISON COMPANY,
DEPT. D2, AMBLER, PA., U. S. A.

HUSBAND: "I wonder why all the misers we read about are old bachelors?"

Wife: "Oh, married misers are so common they are not worth mentioning."—*Indianapolis Star*.

"I WONDER why Alice has remained a miss."

"Because she failed to make a hit."—*Boston Transcript*.

"DIME COAXERS" is the way one druggist describes Love's Fruit Tablets. He says that a display of the tablets on top of a prominent counter results in many sales of the confections to customers who entered the store to purchase other articles.

Love's Fruit Tablets are supplied in 5-pound bottles, 12 bottles to the case, in the following flavors: lime, wild cherry, lemon, hoarhound, orange, raspberry, chocolate, and assorted. They may be obtained through jobbers in convenient quantities.

The F. S. Love Manufacturing Company, Johnstown, Pa., will quote prices on request.

"SAY, you! I advertised for a strong boy."

"Well, ain't I a strong boy?"

"You don't show it. Why, you make a four-round contest out of licking a stamp."—*Louisville Courier-Journal*.

AN English milkman had just finished his morning's round, and was returning home as he was addressed by an enlisting-sergeant.

"Well, my man," said the sergeant, "would you like to serve the king? It would be the making of you."

"That I would," said the milkman, very excited. "How much does he take a day?"—*Christian Register*.

NORTHWESTERN UNIVERSITY SCHOOL OF PHARMACY.—The new third year of the Pharmaceutical Chemist course, announced last fall, will be offered this year in order to give several graduates of last year's Ph.C. class the opportunity of continuing the course. Additional work in drug assaying and commercial microscopy is offered.

Professor M. A. Miner has just returned from an extended trip through the west, visiting alumni in Denver, Salt Lake City, and the cities on the Pacific Coast. He reports a most enjoyable trip.

"WHEN I was a boy," said the gray-haired physician, who happened to be in a reminiscent mood, "I wanted to be a soldier; but my parents persuaded me to study medicine."

"Oh, well," rejoined the sympathetic druggist, "such is life. Many a man with wholesale aspirations has to content himself with a retail business."—*Stray Stories, Medical Fortnightly*.

A SAFE AND PALATABLE LAXATIVE FOR CHILDREN

Mrs. Winslow's Soothing Syrup

ABSOLUTELY NON-NARCOTIC

DOES NOT CONTAIN OPIUM, MORPHINE, NOR ANY OF THEIR DERIVATIVES

FORMULA IS PLAINLY STATED ON EVERY BOTTLE.

MEETS THE REQUIREMENTS OF ALL FEDERAL, STATE AND MUNICIPAL FOOD AND DRUG LAWS. CAN BE SOLD THROUGHOUT THE WORLD.

Send for Some of our High-class Advertising Matter.

Anglo American Drug Co.

215-217 FULTON ST., NEW YORK

YOUNG MAN," said the county councilor to the reporter of a Southern paper some years ago, "you have done me irreparable harm."

"What have I done?" asked the bewildered reporter.

"I got in largely on a temperance platform, as you may recollect."

"Yes, sir."

"And you speak of me in this morning's paper as 'drinking my coffee with gusto.' It will take more than a lifetime to get it out of the heads of my constituents that gusto isn't some kind of alcoholic beverage."—*Planton News*.

FOUGERA'S PITCHER MAKES GOOD.—In the first inning of a recently-played game of baseball in the Drug and Chemical league of New York City, between the Fougera and L. K. Liggett company teams, "Ray" Ferdon, Fougera's star twirler, after being laid out several minutes as the result of getting hit on the head with a pitched ball, came back and struck out twenty-four of the Liggett players in nine innings.

It looked decidedly dark for the Fougera players when their best pitcher was knocked out and the rooters wore long faces when "Ray" walked unsteadily to the box, and, still wobbling, started in to pitch.

Fougera won by the score of 4 to 3.

Subsequently Fougera beat the E. R. Squibb team 3 to 0 and 13 to 2, which victories put them in the lead

of the race with a record of ten games won and only two lost.

"Ray" Ferdon was laid up for several days following his excellent pitching exhibition and he certainly deserved a rest after making such a strike-out record against the strong Liggett team.

MANY a young man starting out to conquer the world considers himself an Alexander when he is in reality but a smart Alec.—*Puck*.

"BOARD QUESTIONS ANSWERED" contains complete sets of examination papers used by ten different boards of pharmacy. The answers given will be found of great assistance to graduates of pharmacy schools, or those who are *not* graduates, who desire to review their pharmaceutical knowledge before taking the examinations required for registration.

The price of the book is \$1.50, and it may be procured from E. G. Swift, P. O. Box 484, Detroit, Michigan.

"You can't order me around," declared the new salesman. "I take orders from nobody."

"You demonstrated that on your last trip," said the boss, coming in at this juncture.—*Louisville Courier-Journal*.

Faultless

"Natural Nurser"

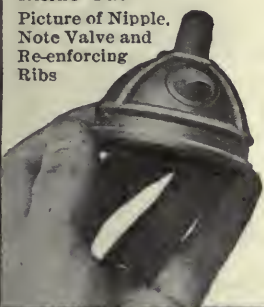
(PAT. JULY 13, '15)

Here is the most satisfactory nursing appliance you can sell your trade. It operates perfectly; is hygienic and sanitary; the nipple outlasts any other wide-mouthed nipple on the market; and the nurser sells at a reasonable price, giving the utmost in value and satisfactory service.

The FAULTLESS "Natural Nurser" Nipple is moulded of fresh, "live" rubber. It is soft and yielding; yet tough and strong enough to stand repeated sterilization. It fits the bottle tightly; will not leak; is easily put on, yet cannot be pulled off by the baby.

Inside Out

Picture of Nipple.
Note Valve and
Re-enforcing
Ribs



The Valve and Re-inforcing Ribs prevent collapsing and assure a regular, steady flow of food.

This nurser sells rapidly; customers can see its superior merits. It sells reasonably; pays liberal profits.

*Send for full details and prices;
or send a sample order*

The Faultless Rubber Company

334 Rubber Street

Ashland, Ohio

**Will Not Collapse or Leak.
Feeds Like Mother's Breast.
Sanitary—Gives Long Service.**



MAID: "Is this paper from Mr. Scribbler's room waste paper, mum?"

Landlady: "No. He hasn't written anything on it yet."—*Judge*.

"Am I good enough for you?" sighed the fond lover.

"No," said the girl candidly, "you're not, but you are too good for any other girl."—*New York Times*.

PHARMACEUTICAL EXHIBIT AT THE PHILADELPHIA COLLEGE OF PHARMACY.—During the two weeks preceding and the two weeks following the A.Ph.A. meeting in Atlantic City, the Philadelphia College of Pharmacy will maintain an exhibit to which the delegates to the National Boards of Pharmacy and the Conference of Pharmaceutical Faculties, meeting in Philadelphia August 31 to September 2, will be especially invited, and also all A.Ph.A. members passing through Philadelphia, to or from the Atlantic City meeting.

One of the most important features of the exhibition will be a model drug store where scientific and ethical pharmacy are practiced exclusively.

This will include a store-room proper with its necessary cases and counters, but only pharmaceutical and allied lines among the goods displayed. Then will come the prescription department and office, the latter including a "five-foot druggist's library." Back of this will be arranged other scientific departments which the Col-

lege advocates and has been training men to conduct, such as pharmaceutical manufacture and tablet making; chemical analysis, including the examination of chemicals and drugs for purity and strength; crude drug storage, microscopic and macroscopic drug examination, and powdering; clinical and bacteriological work, and biological standardization by the U. S. P. IX methods. One of the features will be a cost card giving the expense of equipment for each class of work. The equipment will be made standard and complete for a small laboratory such as a scientifically trained pharmacist should have.

ELBERT HUBBARD was fond of illustrating the value of coöperation among business men with a story of a visit he once paid to an insane hospital.

In the vegetable garden he found an attendant supervising the labor of a dozen or so physically powerful lunatics, and he asked the attendant if he was never afraid of his charges.

"Oh, yes," he said, "they are big fellows. But you see they can't hurt me. They can't get together—they're crazy!"—*Profitable Store Keeping*.

MRS. CARMAN: "How do you like your new neighbors?"

Mr. Wheelbase: "All right, except that they run their baby with a muffler cutout."—*Judge*.

LOOK



At Last

An Ideal Preparation of Liquid Petrolatum

PETROCHONDRIN (ABBOTT)

This is a delightful aromatic emulsion, containing purified mineral oil. It is an excellent laxative emollient, indicated in persistent constipation, mucous colitis, intestinal indigestion, persistent infantile colic, and feeble nutrition. It gives results where other preparations fail. There is no leakage; it is more pleasant to take, being entirely free from the oily taste, and it is more effective because it mixes thoroughly with the feces.

Petrochondrin is also prescribed by many physicians as a vehicle in place of fermenting, irritation-producing syrups. For this purpose it is excellent.

Doctors are demanding this preparation in place of other liquid petrolatum products. Jobbers are stocking. Don't turn away trade. You can win patronage by ordering and recommending Petrochondrin (Abbott) wherever a pure mineral oil is asked for.

This product is fully guaranteed. Money back if not satisfied.

Per dozen 16-ounce bottles	- - -	\$10.00
In less than half-dozen quantities, per bottle,	- - -	1.00
Per half-gallon bottle	- - -	3.00

Discount To The Retail Trade 15 per cent.

Literature on Request.

THE ABBOTT LABORATORIES

Seattle

San Francisco

Los Angeles

CHICAGO
Toronto

NEW YORK
Bombay

HE had been to a stag dinner, and his wife wanted to hear all about it when he got home.

"Well," he said, "one rather odd thing occurred. Jim Blankton got up and left the table because some fellow told a story he didn't approve of."

"How noble of Mr. Blankton," exclaimed his wife, "and—what was the story, John?"—*Northern Baptist*.

"Love is said to be blind."

"I don't know about that, but I do know that most wives seem to think that married love ought to wear blinders."—*Kansas City Journal*.

CUTTING FREIGHT-HANDLING COSTS.—In many wholesale drug houses and pharmaceutical manufacturing establishments the problem of expeditiously handling large quantities of merchandise is a serious one. Where trucks or hoists are employed for transporting freight from one part of the building to another much time is wasted and the employment of numerous laborers required. Furthermore the losses from breakage and careless handling are considerable.

In establishments where gravity conveyers are employed, however, breakage is practically eliminated, much expensive labor is done away with, and boxes, cases and packages are carried through the plant in only a fraction of the time formerly required for their passage.

Gravity conveyers, designed particularly for drug manufacturers and wholesalers, are produced by the Minnesota Manufacturers' Association, North Saint Paul, Minnesota. The conveyers are built in the form of spiral chutes and are capable of handling a package weighing several ounces or a box weighing several hundred pounds—lowering each at the same rate of speed.

The Minnesota Manufacturers' Association issues a comprehensive catalogue which describes gravity conveyers in detail and will gladly forward a copy to any interested manufacturer or wholesaler.

"MERCY!" exclaimed Mrs. Diggs. "The baby is chewing on your pocket edition of Epictetus."

"Indeed," replied Prof. Diggs, with a proud and happy look. "Let the child alone. It is seldom that a mere infant shows such a pronounced taste for the classics."—*Birmingham Age-Herald*.

"How much is thim plums?"

"Ten cents a peck."

"Shure, phwat do yez think I am, a burrd?"—*Lam-poon*.

"To WHAT do you attribute his success?"

"To the fact that he was investigated by a Federal commission. Nobody ever heard of him before that."—*Puck*.



VORTEX SANITARY SERVICE



For
ICE CREAM SODAS, SUNDAES,
HOT and COLD DRINKS.

VORTEX PAPER CUPS are sealed without glue, are tasteless, odorless, sanitary and attractive.



No Glasses to Break
No Glasses to Wash
No Glasses to Dry

The
VORTEX
Individual
Service

No Sloppy Conditions
No Hot Water
No Extra Expense

Consisting of Metal Holders and Paper Inserts, which must be used one in connection with the other, is fully covered by patents.

Write your jobber and if he won't supply you write us.

**THE VORTEX MFG. CO.,
CHICAGO.**



MRS. BARGINS: "What is the next train for Winter-ville?"

Ticket Clerk: "Two-forty, madam."

Mrs. B.: "Make it two-thirty-eight and I'll take it."
—*Boston Transcript*.

MRS. NODD: "The Todds may come over to-night. She hinted at it—and I am so tired!"

Nod: "Don't worry; they won't come. I met him on the train and told him I had just got in a new lot of phonograph records."—*Judge*.

THE results of more than ten years' investigation are embodied in Harry B. Mason's latest book, "The Druggist and His Profits."

In plain, understandable language the book tells the druggist three things that are most essential to know if he wishes to conduct his business on a sound basis. It tells him how to know what his business now yields, how to know what it should yield, and how to make it yield what it should.

By a system of records, easily kept, it is explained how the druggist may learn the exact facts about his expenses and profits, and then it is told how this information may be used to bolster up the earnings in every department of the store.

"The Druggist and His Profits" sells for one dollar, post-paid. Remit to E. G. Swift, P. O. Box 484, Detroit, Michigan.

THE ORIGIN OF THE DOLLAR SIGN.—This is a question which does not bother the average pharmacist as much as work and gathering in dollars. The subject, however, has caused much speculation. It is remarkable that a symbol in such common use should have its origin surrounded by mystery.

Among the explanations of the origin of the dollar sign currently offered are these:

1. That it is a combination of the letters U. and S, the initials of United States.

2. That it is a modification of the figure 8, the dollar being formerly called a piece of eight, and designated by the symbol $\frac{8}{d}$.

3. That it is derived from a representation of the Pillars of Hercules, connected by a scroll. The dollars containing these were called "pillar" dollars.

4. That it is a combination of H S, the mark of the Roman money unit.

5. That it is a combination of P and S, from the Spanish peso sura, signifying hard dollar.—*Meyer Brothers' Druggist*.

"JUDGE, did you ever try an absinthe frappe?"

"No; but I've tried a lot of fellows who have."—*Cleveland Leader*.

"THERE'S no danger," said the doctor. "It's only a carbuncle coming on the back of your neck. But you must keep your eye on it!"—*Christian Register*.

He Is One of Many

Decatur, Tex., April 14, 1916.

E. G. Swift, Publisher,
Dear Sir:

I have just received your two books entitled, "350 Dollar Ideas" and "Window Displays For Druggists." I had already received and read "The Druggist and His Profits." All three are fine indeed. They are the greatest little trio of books I ever saw. If you publish any others of the kind, please let me know.

Sincerely yours, EVERETT W. BASS.

Letters of this sort we are getting all the time from druggists who have bought any one or all of our three practical books.

These volumes help the druggist to make more money. They assist him in making a bigger success of his business. They point the way to better trade and better profits.

One dollar each—all three for \$2.50.

E. G. SWIFT, Publisher, P. O. Box 484, DETROIT, MICH.

SUGGESTIONS FOR THE FOUNTAIN.—Do not use handkerchief for drying glassware—unless you've got a glass eye.

Use clean linen. Change your shirt at least once a week.

Have your nails cropped and the garbage removed before using your fingers to plant cherries on top of a sundae.

In rolling your cigarette behind the fountain keep the lid on the ice cream packer.

It is not considered genteel fountain etiquette to crack roaches when customers are eating oriental sun-dae.

Put corn around the tables to keep the chickens away from the counter so the soda boys won't lose time.

Keep the counter and sideboard well decorated with fly-paper. It shows you are too busy at your fountain to swat them.

Never touch the top of glass when serving—you might get your finger cut.—*Snug Seats Catalogue.*

NATION-WIDE ADVERTISING BACK OF PINEX SALES.—The Pinex Company, of Fort Wayne, Indiana, has contracted for a larger and stronger advertising campaign than ever for the coming season. Many hundreds of additional newspapers are being taken on and the company states that there will not be a single postoffice in the United States or Canada but what will be reached by Pinex publicity.

Pinex landed safely in the family medicine chest some years ago, along with a few other proprietary medicines, and has as steady a sale as any staple drug.

The Pinex Company, in all its operations, has shown considerable foresight. From the first, it has put a guarantee of "complete satisfaction or money back" on all its goods, and in no instance has it ever side-stepped or quibbled on this guarantee.

Over two years ago, the company was keen enough to foresee the danger of European war, and laid in at that time a supply of such of its materials as come from Germany, ample enough to carry it through a siege of five years. It has, therefore, been subject to none of the troubles of others dependent upon German chemicals.

The manufacture of Pinex has been carried on without change of formula and the trade has been kept well supplied.

MEEKER: "Didn't I always give you my salary check the first of every month?"

Mrs. Meeker: "Yes; but you never told me that you got paid on the 1st and 15th, you embezzler!"—*Judge.*

LIGHTLEIGH: "I am sure if you accepted me, I'd make you a good husband."

Miss Wayleigh: "That's quite out of the question; but I'm sure I'd make you a good husband if I accepted you."—*Puck.*

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors

44 East 23rd Street, New York

BRANCH OFFICES:

Paris, France 42 Rue du Marche

London, England 11 Queen Victoria Street

Sydney, N. S. W., Australia, 416-418 George Street

All Jobbers Sell It

"BILL is one of those careful, saving fellows, isn't he?"

"Yes; he puts the cork in the ink bottle between dips."—*Yale Record*.

"I DUNNO how that boy of mine got through college."

"Didn't he learn anything?"

"Why, he can't even read the Latin on his diploma."—*Louisville Courier-Journal*.

To HELP druggists increase their sales on Hostetter's Stomach Bitters—"Advertised everywhere and all the time"—the manufacturers will send a supply of store displays, novelty cards, and beautifully illustrated booklets, free of charge.

A postal card addressed to the Hostetter Company, 59 and 60 Water Street, Pittsburgh, Pa., and stating that you have a stock of Hostetter's Bitters on hand, will start the advertising helps on their way to you.

"I AM as sane as any of you!" declared the man who was being examined for bats in his cupola. "I can conduct a business transaction as satisfactorily as you can. Why, yesterday I sold my motor car to pay off the mortgage on my home, and—"

"Crazy as a bed quilt!" cried the gentlemen of the jury, in one voice.—*Judge*.

HEINY: "See that woman across the street?"

Omar: "Yes. What of her?"

Heiny: "She's a female train-robber."

Omar: "Is that so?"

Heiny: "Yes. She invented the sawed-off skirt."—*Indianapolis Star*.

WHEN IT IS HOT.

Consider 'Mr. Shadrach,
Of fiery furnace fame;
He didn't bleat about the heat
Or fuss about the flame.
He didn't stew and worry,
And get his nerves in kinks,
Nor fill his skin with limes and gin,
And other "cooling drinks."

Consider 'Mr. Meshach,
Who felt the furnace too:
He let it sizz nor queried "Is
It hot enough for you?"
He didn't mop his forehead,
And hunt a shady spot;
Nor did he say, "Geel! what a day!
Believe me, it's some 'hot.'"

Consider, too, Abed-nego,
Who shared his comrade's plight:
He didn't shake his coat and make
Himself a holy sight.
He didn't wear suspenders
Without a coat and vest;
Nor did he scowl and snort and howl,
And make himself a pest.

Consider, friends, this trio—
How little fuss they made.
They didn't curse when it was worse
Than ninety in the shade.
They moved about serenely
Within the furnace bright,
And soon forgot that it was hot,
With "no relief in sight."

—*Chicago Tribune*.

REACTIONS,

BY F. A. FLÜCKIGER, Ph.D., M.D.

A Selection of Organic Chemical Preparations Important to Pharmacy in regard to their Behavior to commonly used Reagents. Translated, revised and enlarged by J. B. Nagelvoort, analytical chemist.

AUTHORIZED ENGLISH EDITION.

PRICE \$1.00 REDUCED FROM \$2.00.

E. G. SWIFT,
PUBLISHER, P. O. BOX 484.

EUROPEAN OFFICE: 19 and 20 GREAT PULTENEY STREET, W., LONDON.

HEWITT: "Jewitt has a suit of clothes for every day in the week."

Crewitt: "I have only seen him in one."

Hewitt: "Well, that's it!"—*Michigan Gargoyle*.

WIFE: "This paper tells of a man out in Ohio who lives on onions alone."

Hub: "Well, any one who lives on onions ought to live alone."—*Boston Transcript*.

SINCE 1849 E. Fougere & Co., 90 Beekman Street, New York, has specialized in the importation of French and English preparations. Buying from this company is positive assurance that you are getting the original and genuine.

Four very important products are advertised by E. Fougere & Co. elsewhere in this issue. These are Morson's Kreosote, Dr. Gelineau's Anti-Nervous Dragees, Clin's Enesol, and Kola Astier.

Turn to the announcement and read about these preparations, and then address E. Fougere & Co. for prices, or any further information you may desire.

THE PLUMBER: "Take it from me, Joe, them that doesn't believe in preparedness ain't no good on earth. By the way, ye'll have to go back to the shop for a monkey-wrench and the soldering outfit."—*Judge*.

"AND where's old Bunsby?"

"Dead."

"Dead?"

"Dead!"

"Well, peace to his ashes."

"Oh, do you think he's gone there?"—*Cleveland Leader*.

LOW-COST ADVERTISING.—An effective but economical means for making direct appeal to customers that has been adopted by many retailers, is having advertisements printed on the back of National Cash Register receipts.

Such a method places the advertisement in the customer's hand just as he or she is leaving the store and does it with the least outlay of time and money. The total of a store's daily sales is the total circulation of this advertising medium and the cost is simply the small sum necessary to spend in order to obtain the electrotype.

Mailing the coupon attached to the ad of the National Cash Register Company, Dayton, Ohio, on another page of this issue, will bring full particulars of the plan for using register receipts and sales-slips for store advertising and details of other advantages of N. C. R. service.

HAVING lunch on the kitchen floor makes a fair substitute for a picnic.—*Kansas City Journal*.

10,000 Prescription Blanks For Ten Doctors \$8.45

For this amount you can provide ten of your doctor friends with a thousand prescription blanks printed on fine bond paper, bound in pads of 100 with or without flaps to fit cases. Leather cases with doctor's name in gold 90c each. 50,000 blanks for fifty doctors, \$35.35.

Printing for druggists is our specialty. We would like to send you samples of our full line of Prescription Blanks, Drug Envelopes, Stationery, Delivery Envelopes, Remittance Blanks, etc., etc.

Write for Samples to-day.

THE STILLWATER PRINTING COMPANY, Inc.
DRUGGISTS' PRINTERS. **WARREN, PA.**

SALESMAN: "Yes, sir, we have some very nice suits. What color would you like?"

Buyer: "Well, I look after my own car. So I guess I'll get something as near grease-color as possible."—*Judge*.

TEACHER: "Tommy, can you spell 'fur'?"

Thomas: "Yes, sir. F-U-R."

Teacher: "That's right. Now can you tell me what fur is?"

Thomas: "Yes, sir. Fur is an awful long way."—*Cornell Widow*.

FOR fall selling—Sal Hepatica and Ziratol, two products manufactured by the Bristol-Myers Co., of New York, and sold by all jobbers at the popular prices of "two, four and eight."

Gastrogen Tablets, another Bristol-Myers specialty that has a steady demand, costs the retailer \$4.00 a dozen for the small size, and \$24.00 a dozen for the large package.

"I SEE they have just dug up a corner-stone of a library in Greece on which was inscribed '4000 B. C.'" remarked a student to a Scotsman. "What do you suppose it means?"

"It canna mean bu' one thing," answered the Scot solemnly: "'Before Carnegie.'"—*Ladies' Home Journal*.

"SHE's a finished musician, don't you think?"

"I hope so. I was afraid she was going to sing again."—*Beans*.

PRESCRIPTION WORK is usually carried on in a part of the store where the compounder may be as free from distracting noises as possible. It quite often happens, however, that the store office is located in the near vicinity and when such is the case the clickety-clack of a noisy typewriter proves a bothersome distraction.

Realizing the demand for a machine that would be silent in operation, the L. C. Smith & Bros. Typewriter Company has brought out the "Silent Smith," a typewriter that is claimed to eliminate nearly all operating noise.

"Silent Smiths" are being installed in stores and offices all over the country wherever an atmosphere of quiet is essential. Their installation has been productive of better and more efficient work, because of the lessening of nerve-racking disturbances.

A handsomely illustrated booklet that describes the advantages of the "Silent Smith" can be had upon application to the company at its home office in Syracuse, New York.

BILL: "Where's your brother?"

Jill: "Oh, he's down town, learning to drill."

Bill: "Ah! Is he going to be a soldier?"

Jill: "No; a dentist."—*Yonkers Statesman*.

Combined Ledger- DUPLICATING Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

\$18.75

Write us now for catalogue K,
Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

"Now, children," said the teacher, "I have been talking about cultivating a kindly disposition, and I will now tell you a little story. Henry had a nice little dog, gentle as a lamb. He would not bark at the passers-by or at strange dogs, and would never bite. William's dog, on the contrary, was always fighting other dogs, or flying at the hens and cats, and several times he seized a cow. He barked at strangers. Now, boys, which dog would you like to own—Henry's or William's?"

The answer came instantly, in one eager shout, "William's!"—*Everybody's Magazine*.

AUGUST AWARDS IN CIRCLE A CORK CONTEST.—Evidently E. L. Maffitt, of Oakville, Ia., whose store is illustrated herewith, the winner of the August Circle A Cork contest, believes the old adage, "A man is known by the company he keeps." His entry, quoted below, which brought him 1000 Circle A Corks, makes one wonder, too, if pharmacies are not generally known by the service they can render with the stock they keep:

"I use Circle A Corks for the same reason I wear a Stetson hat and Packard shoes; for the same reason I



sell Eastman Kodaks; for the same reason I handle all quality goods—I want to be identified with the best."

There are only four more first prizes yet to be awarded by the Armstrong Co. (September, October, November, and December). If you have not sent in your entries, do so now, because if you do not win in September, you will have other opportunities in October and the following months. The conditions of the contest will be found in the company's advertisement, on another page of this issue.

"YOUR story has considerable verve, rattle, dash and go, yet it breaks down in spots."

"Well, what do you want in an auto story?"—*Louisville Courier-Journal*.

"WILLIE," said the teacher, "how much is six and four?"

"Eleven," said Willie promptly.

"No. Try again."

"Twelve."

"No."

"Thirteen."

"No, no, you're guessing now. But why couldn't you have guessed ten?"

"Because it don't make ten," said Willie confidently. "Five and five make ten. I remember that."—*Ladies' Home Journal*.

NELL: "I'm afraid Mr. Guzzler had too much drink at the dinner last night."

Belle: "What makes you think so?"

Nell: "When the charlotte russe was served he tried to blow the froth off."—*Philadelphia Record*.

THE UNIVERSITY OF ILLINOIS SCHOOL OF PHARMACY.

—Last December, the University of Illinois purchased, for its School of Pharmacy, property at the corner of Wood and Flournoy Streets, Chicago, including eight city lots aggregating 201 by 125 feet and improved by two substantial brick buildings. One of these is a four-story college building containing a large auditorium, several lecture and recitation rooms as well as offices, microscopical laboratory and several smaller laboratories. This building was formerly occupied by a medical college. The second building was constructed for a hospital and is now being remodeled as a laboratory building in which will be located the qualitative analytical laboratory, the laboratory for organic chemistry and the pharmaceutical laboratory.

The Trustees of the University have appropriated thirty-two thousand dollars for refitting the buildings, providing new heating, lighting and plumbing, as well as new furniture and equipment for lecture halls and laboratories. A stair-tower building joining the two brick buildings and providing stairways and corridors on each floor is under construction. This building will be fire-proof and will house the heating plant. All three buildings will have excellent daylight and will also be fitted with electric lights throughout. Steam heat will be used and the laboratories will be supplied with electricity, gas, compressed air, vacuum, hot and cold water and in chemistry with hydrogen sulphide.

These buildings will be used by the School of Pharmacy exclusively. The work on them is to be completed by September 15 at the latest.

The new quarters and equipment will afford much better facilities for teaching than the school has had heretofore and will provide a home for the institution comparable to the best schools of pharmacy in the country.

In the new catalogue of the school which has just been issued, important changes in the courses are announced as follows:

The school year has been lengthened to thirty-six weeks, beginning September 27, 1916, and closing June 14, 1917.

The two-year course leads to the degree of Graduate in Pharmacy, while the course for Pharmaceutical Chemist is increased to three years.

Graduation from an accredited high school or the full educational equivalent of this is required for entrance.

The tuition fee is ninety dollars each year. The quiz fee has been abolished.

WILLIS (ready for school): "Mama, they are hoisting up a safe down the street."

Mother: "Well, be careful not to walk on the safe side."—*Boston Transcript*.

A Question of Time

TEN years on the market and over ten thousand druggists throughout the country have discontinued use of the flat loose label in favor of the McCourt Label Cabinet with McCourt Gummed Roll Labels.

Ten years and the printers of the flat labels are now bowing to the inevitable. They cannot supply the McCourt Cabinet, responsible for and necessary to the successful use of gummed roll labels. What they are doing, however, is to install the presses to supply the roll labels to the drug stores using the McCourt Cabinet—and because these seem on their way to include all modern drug stores.

It probably is only a question of time when you will be using gummed roll labels. Why lose any time at all? Mail to-day your request for

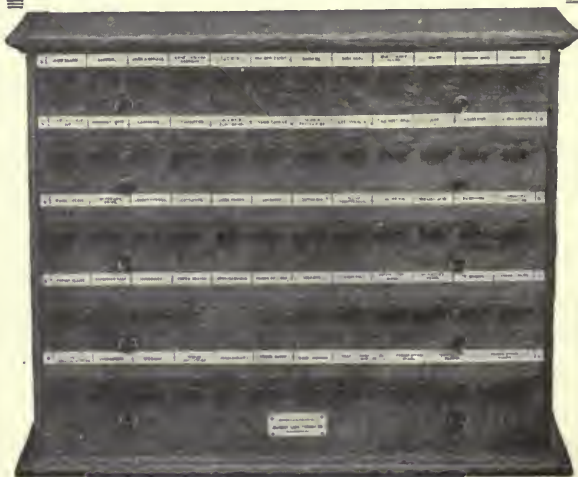
Free McCourt Catalog with Prices

As a Registered Druggist, you can also make certain of the McCourt Labels' quality by enclosing 15c in stamps for an introductory offer of 500 labels printed in two colors with your name and enclosed in a cardboard case for convenient use.

There is a money-saving pill and powder box service furnished McCourt customers as a further inducement for you writing us at once.

McCourt Label Cabinet Co.

47 Bennett Street - - Bradford, Pa.



Model 60 (smaller cabinets for smaller stores). This Model with stock of 55 shop labels, 3 strip labels and 1000 of different size Rx labels, \$33.10.

DRUG CLERKS



In the September SPATULA Mr. Chas. D. O'Connor, author of "Commercial Pharmacy," a text-book in colleges, begins a copyrighted series of articles upon "HOW TO PASS THE BOARD," in which he tells the clerk just what he must and must not do to get by. The author spent many years in gathering his material, which he has so arranged that any clerk of ordinary intelligence who follows his instructions ought to be sure to pass. The articles will be found a valuable substitute for those who are unable to take a college course in pharmacy, and even college men will find many hints they would not get elsewhere. Send \$1.00 to-day for a year's subscription, beginning with the September number, and ask for a free poison scarf pin with moving, scintillating eyes, either German silver or gold plate. Pin alone 50c.



SPATULA LABEL BOOK.—For shop use, comprising labels for practically all the Drugs, Chemicals and Preparations in the Pharmacopoeias, and for a large number of unofficial articles, utensils, apparatus, etc.; over 2000 labels. Price, \$1.00 (Foreign 4s.); with SPATULA 1 year, \$1.50 (Foreign 8s.).

SPATULA HERB BOOK.—A classified list of medicinal herbs, giving botanic names and common names, with properties of each. A concise and practically complete list. Arranged alphabetically under both the scientific and the common names, so any herb may be instantly found. Price, 50c. (Foreign 2s.); with SPATULA 1 year, \$1.25 (Foreign 6s.).

SPATULA VETERINARY FORMULARY.—A collection of practical formulas for all diseases common among horses, cattle, swine, poultry and dogs, by L. W. Marshall. 50c. (Foreign 2s.); with SPATULA 1 year, \$1.25 (Foreign 6s.).

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L. Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with THE SPATULA 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on high grade paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with THE SPATULA 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. One of the most complete, most practical and most useful books on the subject published. Second edition, 134 pages. Price, \$1.00 (Foreign 4s.); with THE SPATULA 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for Spatula Soda Girl in colors on card-board, sample copy of Spatula and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

MARY: "Why do you always buy two kinds of note-paper?"

Jane: "Well, when I write to Jack I use red paper—that means love; and when I write to George I use blue paper—which means faithful and true."—*Pittsburgh Dispatch*.

"Who was that fool you bowed to?"

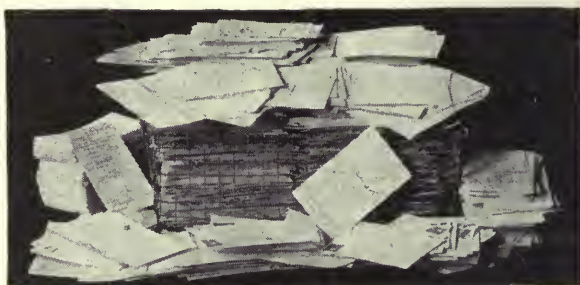
"My husband."

"Oh, I—er—I—humbly apologize. I"—

"Never mind. I'm not angry. But what a keen observer you are!"—*London Scraps*.

MANY dealers throughout the country are preparing for the usual increased demand for Conklin's Self-Filling Fountain Pens at the opening of school season. Evidence of this will be found in the illustration on this page, showing the bulk of post-cards and letters received by The Conklin Pen Mfg. Co., Toledo, Ohio, requesting selling helps such as newspaper electros, window cards, slides, blotters, folders, etc. This concern is offering these aids free of charge, which is a part of their Opening of School Advertising Plan.

Each year the amount of advertising matter supplied



without cost to dealers by the Conklin people has greatly increased. The 1915 opening of school season was a record breaker. This year the total amount of advertising matter requested has already exceeded by far the record established last year, with inquiries still piling in at a rapid rate. This seems to speak for the value of Conklin retail selling helps.

"OLD CUSH landed in this country in his bare feet, ten years ago. Now he's got millions."

"You don't say! Why, he's got a centipede skinned to death, hasn't he?"—*Cleveland Leader*.

WELL-ADVERTISED, pays a good profit, quality guaranteed—the Marvel Whirling Spray Syringe.

Jobbers everywhere, and the Marvel Company, 44 East 23rd Street, New York City, sell the Marvel and allow it to be returned for exchange if found defective and reported promptly.

WIFE: "The paper says that nitrates are higher."

Hub: "What do we care? We never telegraph, anyway."—*Boston Transcript*.

LECTURER (in a small town): "Of course, you all know what the inside of a corpuscle is like."

Chairman of Meeting (interrupting): "Most of us do, but ye better explain it for the benefit of them as have never been inside one."—*Puck*.

HUB: Look here, Mary, it was only last month I paid a dressmaker's bill of \$74, and here is another one for \$60."

Wife: "Well, dear, doesn't that show that I am beginning to spend less?"—*Boston Transcript*.

RICHARD HUDNUT HOLIDAY NUMBERS ATTRACTIVE.—The special gift packages of perfumes and toilet requisites which Richard Hudnut travelers are showing the trade reveal the usual care and thought which is characteristic of Hudnut products. These simple, tastefully-designed numbers, for which no additional charge is made to the dealers, are but another example of the quality and workmanship exhibited in all Hudnut creations, so religiously maintained for over a quarter of a century.

Quality has been the basis of continued popularity.

The sound policy of Richard Hudnut to sell only to dealers who maintain the full retail price will be rigidly adhered to as in the past. Price maintenance is no longer a theory, it is good common sense, for it is the only assured way to hold the confidence of the public and enable the retailer to obtain that to which he is entitled.

Dealers should rally to the support of a manufacturer who has protected their interest at a sacrifice of his own during the chaotic condition resulting from the war. Despite the unprecedented rise in the cost of raw materials entering into the manufacture of toilet goods and perfumes, Richard Hudnut prices have not advanced. This fact should be borne in mind by dealers who realize how embarrassing it is to present the threadbare "war excuse" to the customer who wants goods at pre-war prices.

Coöperation with the retail merchant is the key-note of Richard Hudnut's success, and the enviable reputation which he holds with the dealer and consumer is a tribute to the complete manner in which this policy has been developed. A timely example of this course of action is the excellent and varied array of advertising helps for the dealers which he will gladly supply. They will give dignity and prestige to any store distributing them.

Turn to the four-page insert of Richard Hudnut in this issue. The Holiday offer is featured.

"HELLO! Give me Main, one, triple ought."

"I beg your pardon?"

"Didn't you get it? One, zero, zero, zero, Main."

"I don't understand you."

"What?"

"One thousand Main. Ten hundred Main. Now do you get it?"

"O, you mean Main, one, ought, double ought. Why didn't you say so? Line's busy."—*Chaparral*.



Here's Something Real in the Confectionery Line

A complete assortment of the most popular candies, packed in clean, handy tubs. Splendid display value—conveniently ready for you to scoop out a nickel's work, and there's a profit in every nickel. Write us or ask your jobber about these rapid sellers.

Here are some of them:

Signet Chocolates
Jelly Beans
Boston Baked Beans
Mixed Pan Work
F. R. Spanish Peanuts
Hub Creams
Dixie Creams
Butter Daisies
Turkish Gum Drops
Imperial Figs
Pickwick Mixture
Yum Yum Mixture
Tropical Fruit Jellies
Currant Jellies

Send for full list.

**NEW ENGLAND
CONFECTIONERY COMPANY**
Boston, Mass.

Distributing Agents for Smith Bros.
Cough Drops. Send us your order early

P I N E X

"As Staple as Quinine"

This Famous Cough Remedy Years Ago landed in the Family Medicine Cabinet.

FULLY GUARANTEED

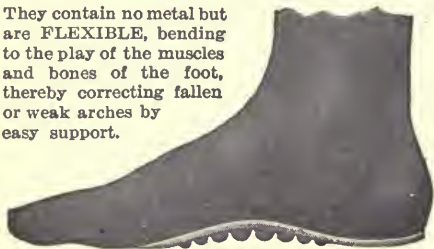
No Druggist Ever lost a Cent on Pinex. All have made plenty of Money. Stronger advertising than ever for this season.

The Pinex Company,
Ft. Wayne, Ind.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are **FLEXIBLE**, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY
370 ATLANTIC AVE., - BOSTON, MASS.

Nowadays it is *Quality* That Counts.

No matter what article you buy, you want the best to be had. If you are not making use of

BURT'S DRUG BOXES

You are not securing the best in the drug box line, for it is fast becoming recognized that the Burt boxes are the standard of excellence, and the kind which most retail druggists demand.

Our line of drug boxes is carried by most all first-class wholesale and jobbing houses throughout the country. A complete line of the boxes commonly used by the drug trade can be had through them. We do not deal directly with retailers, but only through the jobbers. Insist on having the Burt boxes when you place your next order.

Samples or Catalogue Sent on Request.

F. N. BURT COMPANY, Ltd.

**Drug Box Specialists,
BUFFALO, N. Y.**

"Wherever there is a case of enfeebled digestion, there is a case for Benger's Food."



*For Infants, Invalids,
and Aged Persons,*

*and all whose digestive functions
have become weakened by accident,
pain or illness.*

☐ Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.

*Druggists' sample, with literature
mailed free. Showcards and advertising
material on application to*

BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: **E. FOUGERA & CO.,**
90, Beekman Street, NEW YORK.

87U.S.

"CARSON's the most absent-minded chap I ever saw."
What's he been doing now?"

"This morning he thought he'd left his watch at home, and then proceeded to take it out of his pocket to see if he had time to go home and get it."—*Lippincott's.*

SISTER ANN: "Did you get any marks at school to-day, Bill?"

Bill: "Yes; but they're where they don't show."—*The Sketch.*


UNDER the picture of E. W. Grove, founder of The Paris Medicine Company, and originator of the widely-known Laxative Bromo-Quinine, which hangs in the lobby of Grove Park Inn at Asheville, N. C., the management of the splendid hotel has placed the following inscription:

"Mr. Grove, a native of Tennessee, came to Asheville from St. Louis, Mo., in 1896, broken in health, a victim of overwork and nervous prostration.

"That he found health here led him to make Asheville his summer home. In 1912 he began the construction of this Inn, the name having been given to it by his daughter, Mrs. Seely.

"Mr. Grove expressed the wish that a building might be built here that could stand as a monument to him in the years that are to come, and largely influenced by such an idea, the result, such as it is, was accomplished.

"Many people have been generous in their praise of



CIRCLE A CORK CONTEST

PRIZE WINNER AUGUST

A

"I use Circle A Corks for the same reason I wear a Stetson Hat and Packard Shoes; for the same reason I sell Eastman Kodaks; for the same reason I handle all quality goods; I want to be identified with the best." *E. L. Maffitt, Oakville, Iowa*

Each month until January 1917, to the pharmacist or any employee in a pharmacy who, in 50 words or less, submits the best reason for using Circle A Corks in prescriptions, we shall send free of charge, (express prepaid) a bag of 1000 Extra Long Circle A Corks in sizes from 2 to 6. The winning answer together with a picture of the contestant or the store (if furnished by him when requested) will be published each month in the various drug journals in which we advertise.

Contestants may submit as many answers as they desire and may compete each month. Only one bag of Corks, however, will be awarded to a pharmacy. All answers to compete for the October prize must reach us before the 20th of September. Those arriving after that will be held over until the following month.

Armstrong Cork Company
113 Twenty-third Street
Pittsburgh, Pa.

WARNER'S SAFE REMEDIES

In Constant Demand
Everywhere



The great popularity of these reliable remedies makes it to your advantage to keep up your stock at all times.



WARNER'S SAFE KIDNEY AND LIVER REMEDY
WARNER'S SAFE DIABETES REMEDY
WARNER'S SAFE RHEUMATIC REMEDY
WARNER'S SAFE ASTHMA REMEDY
WARNER'S SAFE NERVEINE
WARNER'S SAFE PILLS

3% on \$24.00 Quantities; 5% on \$48.00 Quantities.

SOLD BY ALL WHOLESALE DRUGGISTS.

WARNER'S SAFE REMEDIES CO.,
ROCHESTER, N. Y.

the simplicity and honesty of the place. It is these characteristics that make the buildings a fitting monument to the man to whose untiring energy and industry they owe their existence, and in these characteristics, too, do they resemble that man as nearly as material structures can resemble a man's character.

"Shakespeare must have known such a man as Mr. Grove when he wrote: 'The house a man builds reveals his personality. Through its doors, its halls, and its porticos runs the story of his life.'"

FARMER FODDERSHUCKS: Haow do them summer boards of yourn keep busy?

Reuben Robin: They play golf.

Farmer Foddershucks: What'n Sam Hill's that?

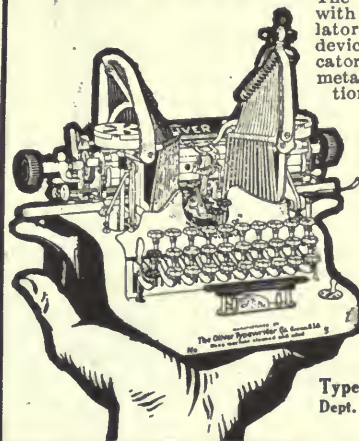
Reuben Robin: 'S near's I kin figger, it's solitaire shinny.—*The Shield.*

"BIG DRIVE WEEK"—do you know what that means? Four thousand dollars in cash prizes for window displays. One thousand dollars in cash prizes to store salesmen. Three thousand dollars for a better name than "Flashlight."

Every druggist and every drug clerk should learn what is back of all this; and in order to find out, first turn to an advertisement appearing in this issue of the BULLETIN headed "The Week of a Million Sales." A coupon will be found there which is of vital interest.

Amazing Bargain!

Every druggist needs this Genuine Standard Visible Oliver Typewriter that feeds labels and writes medical symbols. The very latest Model 5, with back spacer, tabulator, color writing-ruling device, disappearing indicator. Nothing lacking—metal case, tools, instruction book. Life guarantee. We have sold 28,000.



FREE TRIAL

No Advance Payment
Send a little bit each month until our very small price is paid. No interest—no red tape. Mail the coupon for our amazing Bargain Offer and FREE Typewriter Book to-day. No obligation. No salesman to call and urge you to buy. Just information that benefits you. Write now!

Typewriters Dis. Syndicate
Dept. 302C, 1510 Wabash Ave.,
Chicago.

Mail This for All the Facts

Typewriters Distributing Syndicate
Dept. 302C, 1510 Wabash Ave., Chicago

Gentlemen: With the understanding that I am not purchasing anything or obligating myself in any way, you may send me your bargain offer on "Druggist's Model Oliver."

Name.....
Address.....

(320)

Trained Opticians Needed

THERE is yet an important field that is not overcrowded. Proprietors need help because their assistants are branching out for themselves. You can earn big money Fitting Eyeglasses. The various States require that you take a course in a recognized school before you are permitted to actually Fit Glasses. If you will drop a postal to George W. McFatrigh, M.D., President Northern Illinois College, 159 N. State Street, Chicago, he will tell you how. Attendance and Correspondence Courses.



Quincy answers the **question** of **Housed** or **Displayed?**

If your goods are stored in old style wood cases, they are **Housed**

Turn-overs soon become left-overs

Quincy Cases offer the maximum **Display**

Write for Catalog 22
It tells the reason why

Quincy Show Case Works
Quincy, Illinois




**OUR NEW
Plug
Sprinkler**

Is Absolutely
LEAK PROOF

Neat in appearance, Simplest Construction of any sprinkler on the market.



**COLLAPSIBLE
TUBES**

for all purposes for which tubes are used.



**METAL SYRINGES,
TIN SPOUTS**

For Bug Poison.

A. H. WIRZ
Incorporated
CHESTER, PA.

ASK FOR
SAMPLES
PRICES
CATALOGUE

"THAT man's gone through twenty fortunes or more."

"Great Scott. He doesn't look like a spendthrift."

"He isn't. He's an expert accountant."—*Free Press*.

"THE girl who washes our dishes tells me she is going to work in a munition factory."

"Think she will do well at it?"

"Oh, yes. Her duty is to break iron things to fill shells or shrapnel."—*Life*.

FIRST STOKER (weary): "I'd like to find the merchant 'oo invented boilers."

Second Stoker (also weary): "Boilers be blowed! I'm lookin' for the blighter 'oo found out that coal would burn."—*Punch*.

A JAR CAP EASY TO REMOVE OR REPLACE.—Women, the principal buyers of toilet preparations, seriously object if they are sold a cold cream or an ointment in an opal jar fitted with a closure which soon gets out of shape and allows the access of dirt and dust. Packages so affected have to be discarded and are likely to cause dissatisfaction on the part of the customer.

By means of the Upressit jar cap, however, the cause of such dissatisfaction can be easily done away with. Opal or glass jars fitted with Upressit caps are effectively and securely closed by a slight pressure on

Whitney Glass Works

ESTABLISHED 1776.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles

Narrow and Wide Mouth

by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York

Philadelphia

Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

the outer edge of the cap; a similar pressure on the center of the cap instantly permits its removal.

The caps are simple, handsome and sanitary. Their use assures an effective seal that prevents the spoiling or spilling of the jar contents.

Upressit caps are manufactured by the U. S. Metal Cap & Seal Co., 107 W. 13th St., New York City. Upon mention of the BULLETIN the company will submit samples and prices, with or without opal jars.

"You like a Norfolk jacket?"

"Yes," said the commuter, "the belt is so handy to hang small packages on."—*Louisville Courier-Journal*.

IN Chicago they tell this story of a warring couple, the husband being suspected, rightly or wrongly, of having married for money:

One afternoon the husband drove home in a new motor car of most expensive make. He drove gaily around to the side, and brought his wife out to view his new purchase. Now, wife had that morning had a fearful row with husband, and she had not yet recovered her temper. She gave one sneering look at the new car and then said:

"It's very nice, indeed; but if it hadn't been for my money it wouldn't be here."

"Well, Clara," said the husband, "if it hadn't been for your money you wouldn't be here yourself."—*Key-stone Weekly*.

(Made in U. S. A.)

LOVE'S FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

**IN 5-POUND BOTTLES
12 Bottles to the Case**

Advertising Matter Included.

Supplied through the Jobber
in convenient quantities.

F. S. Love Manufacturing Co.
Confectioners,
JOHNSTOWN, PA.



A Profitable Aperient

It pays to push PLUTO WATER, for not only is the margin of profit liberal, but you have our hearty co-operation in bringing the buying public to your pharmacy. Those that come to buy PLUTO WATER will buy other things—thus your patronage grows. Thousands of dollars are now being spent on

Nation-wide Advertising

and the longer you delay in putting in your stock of PLUTO WATER, the greater is your loss of profit and loss of patronage. Get busy! Order a supply of PLUTO WATER at once; link up with PLUTO advertising and take advantage of the

Ever Increasing Demand

that is already strong in your community. Write to-day for details of our attractive sales-plan, window display and our special quantity-lot discounts.



PLUTO

Bottled by the **FRENCH LICK SPRINGS HOTEL CO., French Lick, Ind.**

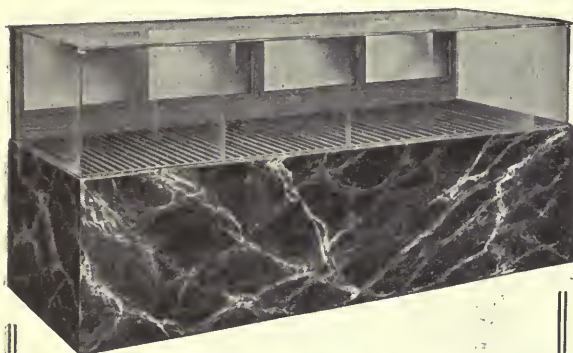
ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK



Increasing Sales and Profits.

NEW WAY store equipment is overcoming the problems—and *increasing sales and profits* for hundreds of modern drug stores—and it will do the same for you.

The line is completely and interestingly covered in our new catalogue "D"—which is now ready. Send for your copy to-day.

GRAND RAPIDS SHOW CASE CO.

Largest Manufacturers of Store Furniture in the World.

GRAND RAPIDS, MICHIGAN.

Branch Factory: LUTKE MFG. CO., Portland, Ore.

OFFICES AND SHOW ROOMS:

NEW YORK, 724 Broadway.	CHICAGO, 316-18 W. Jackson Blvd.	ST. PAUL, 315 Jackson St.
ST. LOUIS, 1134 Washington Ave.	PITTSBURGH, 928 Penn Ave.	DALLAS, 409 Scollard Bldg.
BOSTON, Room 305 Harvey Building, Corner Chauncey and Bedford Sts. Boston, Mass.		



CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.

Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.

New York Office,
290 Broadway



GREAT DOCTOR: "Your wife, sir, needs a change of air"

Mr. Tightwad: "Well, I'll get her an electric fan."—
Puck.

THE well-known firm of O. & W. Thum Company, Grand Rapids, Mich., manufacturers of Tanglefoot Fly Paper, in order to attain a distinctive size and package by which their goods may be readily recognized, have made the following change:

The size of their sheet is to be 8 by 14 $\frac{1}{8}$ inches, and they have adopted the Tanglefoot Handy Package, which is a sealed envelope of transparent moisture-proof paper, containing 5 double sheets, and is to retail at 10 cents. In each Handy Package they will place a suitable advertising card, designed to stiffen the package and advertise the goods.

The consumer will get 5 double sheets for 10 cents, whereas heretofore he has usually had but 4. This will enable the retailer to make larger sales and save the labor and expense of wrapping 5-cent purchases, and the Tanglefoot will be protected from climatic influences and rough handling. This new size will be quite generally introduced in the East this year and in the far West next year.

"WHAT's the difference between admission to a picture show and admission to Sing Sing?"

"I give it up."

"One is ten cents and the other sentence."—Froth.

PEERLESS BRAND

CORKS

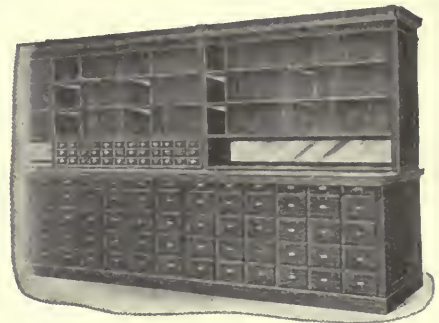
**Manufactured expressly for the
Finest Prescription Trade.**

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

ATTRACTIVE DISPLAY

**THE MOST ESSENTIAL
POINT IN MODERN
MERCHANDISING**



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

**SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.**

DIRECTOR: "Has Adler a good memory?"

President: "Should say he has! Why, he can name the last six vice-presidents of the United States."—*Puck.*

DURING September, when schools are starting up in all sections of the country, is a particularly suitable time to feature displays of tablet paper, fountain pens, pencils and other school supplies.

Do you know how to arrange such a display most effectively?

"Window Displays For Druggists" will show you how. It contains reproductions of two displays of school supplies, together with full directions for duplicating the trims. Both windows were productive of gratifying results when tried out in actual practice.

In addition, the book illustrates and describes 113 other window displays, equally successful in operation, and suitable for reproduction at various times of the year.

The price of "Window Displays For Druggists" is one dollar, for which sum it will be sent prepaid, by E. G. Swift, Publisher, P. O. Box 484, Detroit, Michigan.

TAILOR: "Your account, sir, has been running a long time, Mr. Jinks."

Jinks: "Exactly; it must be very tired. Let it stand still a few months."—*Yale Record.*

NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

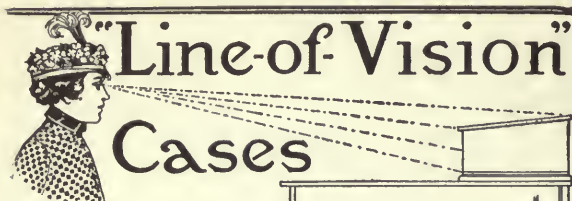
We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

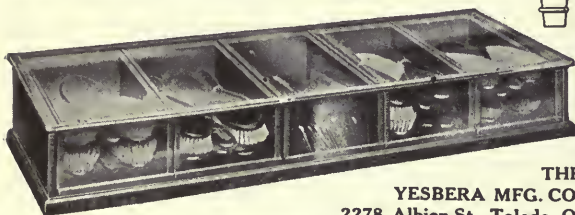
ECKMAN MFG. CO., Philadelphia, Pa.



PUT small articles up where your customers can see them.

YESBERA
TOLEDO

THESE cases are best for tooth brushes, hair brushes, combs, nail files, and many small articles. The cost is low, because they are made hundreds at a time. Made in many styles and sizes. Think a minute and you will realize why they increase the sales of small articles. Ask for catalogue.



THE
YESBERA MFG. CO.
2278 Albion St., Toledo, O

Ask Your
Jobber for
Prescription



CORKS



MANUFACTURED
BY
R. W. McCready
Cork Company,
CHICAGO, ILL.

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

TOMMY (to Jock, on leave): "What about the lingo? Suppose you want to say egg over there, what do you say?"

Jock: "Ye just say, 'Oof.'"

Tommy: "But suppose you want two?"

Jock: "Ye say, 'Twa oofs,' and the silly auld wife gies ye three, and ye juist gie her back one. Man, it's an awfu' easy language."—*Glasgow Herald.*

A QUICK-SELLING SPECIALTY.—The popularity of milk chocolate specialties in packages retailing at five cents each is increasing with astonishing rapidity.

These delicious and nutritious confections appeal to all, old and young alike. They are good, they come in sanitary individual packages, there is just enough for one eating, and the price is within reach of every one.

These goods make an especially suitable drug store line whether the druggist conducts a candy department or not, because they can be kept in their original boxes on top of counters or show cases without fear of contamination or deterioration. The quick turnover makes them very profitable.

For the purpose of introducing its line of Ambrosia pure milk chocolate specialties to druggists who have not handled them heretofore, the Ambrosia Chocolate Company, 331-337 Fifth St., Milwaukee, Wis., is now making an especially attractive offer to readers of THE BULLETIN OF PHARMACY.

In an advertisement elsewhere in this issue, the com-

POMPEIAN OLIVE OIL ALWAYS FRESH

DOCTORS recommend Pompeian—its merit has won the endorsement of hospitals all over the country—for Pompeian—finest quality olive oil—is *always fresh*.

¶ The enlightened purchasing public is now, at last, face to face with the fact that olive oil cannot remain sweet and pure indefinitely—as tinned vegetables. They realize that olive oil is a commodity that should be handled with the same care as dairy products.

¶ Fresh eggs, fresh butter, sweet milk—and Pompeian Olive Oil—the up-to-date housewife places them in the same category. For the Pompeian Company—proud of its product and solicitous for the welfare of its consumers—jealously protects the sweetness of Pompeian Olive Oil.

*Write for our book of selected salad recipes
mailed free to any address*

FULL MEASURE TINS

Gallons Half-Gallons

Quarts Pints Half-Pints

THE POMPEIAN COMPANY
GENOA, ITALY BALTIMORE, U. S. A.

THE STANDARD IMPORTED OLIVE OIL

pany offers to send an excellent assortment of six staple, quick selling numbers by express, prepaid, direct to retailers for the purpose of introducing its line, which can afterwards be ordered from the jobber if desired. The goods will be sent subject to examination and return if not satisfactory.

The Ambrosia Chocolate Company is one of the best-known concerns in the chocolate business and their products bear a high reputation for quality and delicious flavor. This is the right time to buy chocolate specialties for the coming season, and it will pay you to read the offer contained in the advertisement of the company and send your order at once.

WILLIS: "I was at Bump's trial to-day."

Gillis: "Bump arrested? Tell me the accusation."

Willis: "He was accused of what do you call it where a fellow lies for money?"

Gillis: "Politics, diplomacy, or war-corresponding?"
---Life.

VOICE ON PHONE: "Can yoush tell me where Mr. Jones ish?"

Mr. Jones' Office Boy: "No; he isn't here."

Voice on Phone: "I know he ain't, but if yoush can tell me where he wash going maybe I can tell where he ish."

Mr. Jones' Office Boy: "Who is this?"

Voice on Phone: "Thish ish Mr. Jones."—Puck.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.



A Model Drug Store

—equipped with a Victor Drug Outfit.

Victor Sectional Drug Outfits—shelving and prescription cases—offer equipment of the handsomest, most modern, sanitary and convenient construction which is *elastic* and adaptable to every size and shape of drug store. Victor Sectional Drug Outfits have dust-tight doors running on steel tracks, and ball-bearing rollers. The cost is 10 per cent to 20 per cent less than similar made-to-order outfits.

We also make show-cases, cigar-cases, wrapping counters, settees, wainscotings, etc.

We are the largest manufacturers of Drug Fixtures and show-cases in the United States and sell through Jobbers.

Write your favorite Drug Jobber for our Catalog.

BENDERSCHIED MFG. CO.

2800-2826 N. 9th St.,

ST. LOUIS, MO.

DIGALEN**PANTOPON
THIGENOL****THIOCOL Tablets, Syrup
SCOPOLAMINE STABLE***freely available***AT THE SAME PRICE** *as before the war***The Hoffmann-LaRoche Chemical Works,****“ROCHE”****NEW YORK.****USEFUL in EYE, EAR, NOSE
or THROAT****ALKALOL****8-oz. \$4.00 per Doz.
16-oz. \$6.75 “ “****ALKALOL COMPANY, - Taunton, Mass.****POPULAR FOR NEARLY A CENTURY**
REGISTERED IN U. S. PATENT OFFICE.**AN OLD CELEBRATED REMEDY FOR MEN****BEWARE OF COLORABLE IMITATIONS.**U. S. Court of Appeals recently sustained our rights to the exclusive use
the trade marks C & C and C & C or BLACK.**H. PLANTEN & SON (Founded 1836)****BROOKLYN, N. Y.****All About The
Harrison Law**

We have just printed a booklet entitled “Observing the Harrison Law.” What the druggist must do to conform to the act and the rulings is made very clear. Every point is covered in detail. Troublesome questions are clearly explained. Everything is carefully classified and indexed so that one may turn quickly to any phase of the subject that he is particularly interested in. Sent for 25 cents, post-paid.

E. G. SWIFT,**P. O. Box 484.****Detroit, Mich.**

“PA, what's the difference between a patriot and a jingo?”

“A patriot, my son, is one whose bosom swells with pride of his country, while in a jingo the swelling appears in his head.”—*Boston Transcript.*

A SERVICE THAT BUILDS BUSINESS.—Copy for every kind of advertising which the busy druggist is likely to need is contained in the Manning one-to-a-locality advertising service.

The Manning service, issued monthly, consists of copy for newspaper ads, booklets, circulars, circular letters, letters to physicians, folders, mailing cards, counter slips, signs, parcel post ads, own-remedy ads, illustrated window displays, and picture slide advertising. In addition, distinct phases of business building, special plans, schemes, etc., are taken up each month.

The price of the entire service is only one dollar a month and, as it is furnished to but one dealer in a locality, the druggist who uses it in preparing his copy is certain to have a series of advertisements which can not be duplicated by a neighboring store.

As a special inducement to druggists who have never tried the business-pulling ability of the Manning service, one month's free use of the plan is offered to every one who subscribes for the service during September. Full particulars of the special offer are to be found in the ad of the Manning Advertising Service, St. Louis, Mo., which appears on another page of this issue.

BUFFALO COLLEGE OF PHARMACY OPENS OCT. 12

its 31st Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph.G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A.C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now." FRANK E. LOCK, Phar. M., Secretary.

You can depend on Merck's

University of Illinois, School of Pharmacy.

(Chicago College of Pharmacy)

NEW LOCATION.

NEW EQUIPMENT.

Fifty-seventh Session begins September 26th, 1916.

Courses for the degree of Graduate in Pharmacy and Pharmaceutical Chemist are offered. Graduation from an accredited high school is required for entrance.

For announcement address:

W. B. DAY, Acting Dean, 701 South Wood St., CHICAGO.

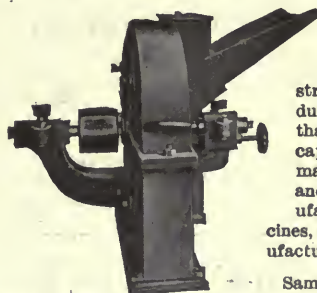
YOUR NET PROFIT \$31.00



Investment \$27.00
Write for Special
Offer on Holiday
Perfumes and Toilet
Waters. Attractive
and the latest design
in boxes and bottles.

THE BALDWIN PERFUMERY CO., CHICAGO.

DRUG MILLS



Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Front View No. 1 MEAD MILL
(smallest size)

Illustrated catalog upon request.

20th St. and M. C. R. R.

MEAD & CO., DETROIT, MICH.

INTERVIEWER: "What is your wife's favorite dish?"
Husband of Famous Movie Actress: "In the magazines it is peach-bloom fudge-cake with orangewisp salad, but at home it is tripe and cabbage."—*Puck*.

POET: "There are few things more beautiful than sunrise in springtime."

Gusher: "Oh, I could just watch it all day long!"—*Life*.

ON another page in this issue of the BULLETIN may be found the advertisement of the Brenard Mfg. Co., Iowa City, Iowa, and occupying the lower third of this ad is a blank which the company asks those who are interested in securing more business to fill out and send to them. The Brenard Company has had sixteen years' experience in originating business for retail merchants. Business-building campaigns are originated, and the druggist is assisted in realizing quickly on slow-moving stock. Why not investigate? Fill out the blank and drop it in the mail-box to-day.

THE CATCHER: "And how do you like married life, Jerry?"

Short Stop (Newlywed): "Well, Jake, she's just like an umpire! She never thinks I'm safe when I'm out!"—*Puck*.

HIGGINS'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.



Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mrs.

Branches: Chicago, London.

271 Ninth Street,

Brooklyn, N. Y.



THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for the customer—no more sticky and slimy checks. Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. THE LOCK-STUB CHECK COMPANY, 22 Quincy St., Chicago.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do Rapid, Clean-Cut Lettering with our Improved Lettering Pens. Practical Lettering Outfit consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card

(in colors), complete instructions, figures and alphabets, prepaid at the special introductory price of \$1.00. DRUGGISTS' AND DISPENSERS' PRACTICAL SHOW CARD INSTRUCTOR.—This book is 6x9 1/4 in size and contains 144 pages. It is a practical treatise on Pen and Brush lettering, illustrating a large variety of practical Alphabets, Price Tickets, and Lettered Show Cards especially adapted to the Drug Trade, Prepaid \$1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC LETTERING PEN COMPANY, DEPARTMENT R, PONTIAC, MICHIGAN, U. S. A.

THE BARNSTEAD STILL

MAKES CHEMICALLY
PURE WATER.

THE DRUGGIST'S STILL

Capacity One Gallon per Hour
Nickel-plated, - - - - - \$28.00

THE DRUGGIST JUNIOR

Capacity One-half Gallon
Copper finish - - - - - \$17.00
Nickel finish - - - - - \$14.00

WRITE FOR INFORMATION

BARNSTEAD WATER STILL CO. 51 CHARDON ST. BOSTON, MASS.



ointment mills for HAND AND POWER.

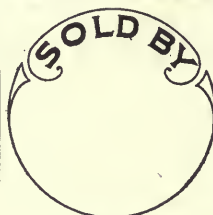
A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

SEALS



Put them on packages you sell and on the preparations you make. They are attractive and distinctive, making excellent advertising. Useful and convenient in sealing many packages. We design them to suit your business and the prices are low.

WRITE FOR SAMPLES AND PRICES.

HERBERT H. JACOBUS & SON
CEDAR GROVE, N. J.

"When a man finds his hair becoming scanty and wishing to increase it, what does he do?"

"He buys hair 'grower' never yet known to produce a hair."

"When a woman finds it desirable to augment her portion of hair what does she do?"

"She buys hair."—*Woman's Home Companion.*

If you intend buying any new show-cases or fixtures this fall do not fail to investigate the well-known "Silent Salesman" line made by Detroit Show Case Co., Detroit, Mich.

This company can promptly supply anything from a single case to a complete drug-store outfit, and the manufacture of copper store fronts is also a large part of its business.

"Silent Salesman" cases have a number of patented features which strongly appeal to careful buyers, and they have an enviable reputation for quality of material and substantiality of construction

The company makes a specialty of candy and cigar



ESTABLISHED 1867 THE "WALKEASY" ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED
GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

INDIANAPOLIS COLLEGE OF PHARMACY

TWO YEAR COURSES IN PHARMACY AND CHEMISTRY.

SEND FOR
CATALOG

Address the Secretary, EDWARD H. NILES, 36 S. Pennsylvania St., Indianapolis, Ind.



ROBERTSON'S FRUIT TABLETS

Keep indefinitely, but SELL so readily after once tried that their keeping qualities are rarely tested.

There's a lot more to the cost of genuine fruit tablets than the mere price per pound.

ROBERTSON CANDY CO. ROBERTSON-BRADSHAW CO.
NEW YORK CITY.

Get Paid For What You Know

Don't depend on labor with your HANDS as a means of livelihood. USE YOUR HEAD. Draw a salary for what you KNOW, not what you DO. One TRAINED head is worth a dozen pairs of hands. Prepare yourself for steady employment at good salary. No former experience necessary. If you have common school education you can learn pharmacy.

Become a Registered Pharmacist

There were 43,790 retail druggists in this country last year and the number is constantly increasing. Each store must employ one registered pharmacist, many have more. Prepare yourself for one of these positions, easy work and good pay. Our complete, practical course in pharmacy fully equips you to pass any examination.

Full Course Requires Only 72 Weeks. Why put in four years hard work at low pay? Our course saves you 2 1-2 years' time. Gives you full training. Investigate today. Get our free booklet, Highland Park College, Dept. 5 Des Moines, Iowa.



WANT MORE PAY IN YOUR WEEKLY ENVELOPE?

If so take the course offered by THE PRACTICAL DRUGGIST INSTITUTE. We teach you at home and you do not have to stop work. The cost is small, the course is thorough and complete and will prepare you for State Board Examinations. Write for sample lessons, terms, etc., to

THE PRACTICAL DRUGGIST INSTITUTE

53 Gold Street, NEW YORK.

Antiseptic Cleansing and Healing

It can be lightly applied to open cuts and wounds, and to cool burns, and well rubbed in for sprains, strains and bruises.

Made and Used Since '46

One of the oldest prescriptions on the market, having been compounded for probably at least a century.

All Jobbers or from
G. C. HANFORD MFG. CO.
Syracuse, N. Y.



Ziratal

\$2.00 \$4.00 \$8.00 Per Doz.

Sal Hepatica

\$2.00 \$4.00 \$8.00 Per Doz.

Gastrogen Tablets

\$4.00 \$24.00 Per Doz.

All Jobbers

BRISTOL-MYERS CO. NEW YORK

cases which, according to actual tests, have greatly increased the candy and cigar business of druggists who have installed them. If these departments of your business are not as profitable as you would like them, it may be due to lack of proper equipment. Candy should be displayed attractively and cigars should be kept at the right degree of humidity.

"Silent Salesman" candy and cigar cases are built in any size to meet your requirements. Full descriptions, illustrations, and prices will be promptly supplied by the manufacturer on request. If you need anything in the line of store fixtures write to the Detroit Show Case Co., Detroit, Mich., and ask for information.

THE couple were of the color of the ace of spades.

"You charge your husband with having struck you repeatedly with his fists?" asked the judge of the woman.

"Yes, your honor," she answered.

"Six months!" shouted the judge. "These black-hand outrages have got to cease!"—Lippincott's.



**NINTH AND PARRISH STREETS LABORATORIES
PHILADELPHIA**



**FALLS OF SCHUYLKILL LABORATORIES
PHILADELPHIA**



**35th AND MOORE STREETS LABORATORIES
PHILADELPHIA**



**P-W-R
CHEMICALS
ARE
TRADE BUILDERS
FOR THE
JOBBER
PHARMACEUTICAL
MANUFACTURER
AND
APOTHECARY
SPECIFY
"P-W-R ORIGINAL PACKAGES"
Powers-Weightman-
Rosengarten Co.**

THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

A MAN took his wife to a doctor, who put a thermometer into her mouth and told her to keep her mouth shut for two or three minutes. When departing the man tapped the doctor on the shoulder and said:

"Doctor, what will you take for that thing?"—*The Three Partners.*

PARTICULAR ATTENTION is called to Chas. Pfizer & Co.'s brand of Rochelle Salt as maintaining a strict U. S. P. standard. Their Seidlitz Mixture, also, is considered by the most careful compounders of Seidlitz Powders to be a most desirable article to use, owing to its uniformity of whiteness and dryness.—*Adv.*

"SIR," said the young man with enthusiasm as he seized the lecturer's hand and shook it warmly, "I certainly enjoyed your lecture last night very much indeed."

"I am glad to hear that," said the lecturer, "but I didn't see you there."

"No," admitted the youth, "I wasn't there."

"But," said the puzzled speaker, "how could you enjoy my lecture if you were not present?"

"Oh, I bought tickets for my girl's parents and they both went."—*Ladies' Home Journal.*

"DID YOU speak to father about me, Arthur?" asked the girl.

"Yes, I did, dear, and he agreed with me heartily," replied her wooer.

"Then he said I might marry you?"

"Why—er—no. I didn't quite get so far as that. I just said you were a fine girl."—*London Answers.*

STUDENTS' HANDBOOK OF PHARMACY will help you pass the examination. Send 50 cents and get this book: pharmacy, materia medica, chemistry, questions and answers. Marvin E. Pate, 1101 O St., Lincoln, Neb.—*Adv.*

Cultivate Customers



by *always* handing them the *genuine*, tried-and-proven article—such as

Antiphlogistine
TRADE MARK

thus habituating them in the thought that they can *always* depend on "their" druggist for absolute commercial and scientific reliability. *Cultivate customers on the basis of Confidence.*

5% on orders of \$12.00

"There's only *ONE* Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

PEROXIDE-
- Soap
- Cream
- Dentifrices

a Bluff?

NO! not if

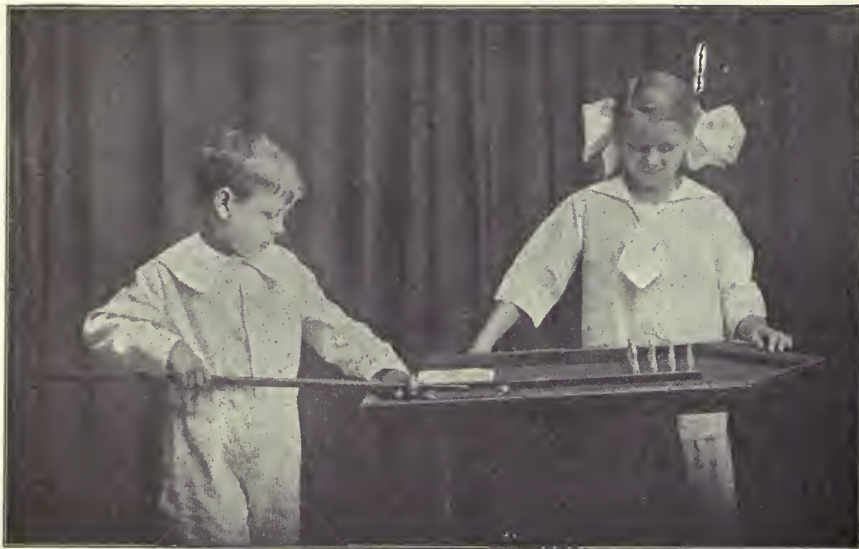
the proper Per-Salt
is incorporated.

Ask

The R. & H. Chemical Co.
100 William Street, NEW YORK.

PYRO-PIN or BOWLING TABLES

A Great Favorite with the Children and a Quick-selling Drug Store Side-line.



Here is a game that combines the fascination of bowling and billiards and which, on account of its wide appeal and liberal profits to the dealer, makes an ideal side-line for druggists. Get full particulars and prices from your jobber. If he is unable to supply you write to us direct and get ready now for the fall and winter demand.

H. P. EMERSON & CO., 33 Kingston St.,

BOSTON, MASS.

NOTWITHSTANDING the advance in the cost of labor and material, the C. H. Bangs Druggists' Fixture Company determined more than a year ago to strive by increased output and the greatest possible manufacturing efficiency to effect such economies as would enable it to sell its well-known, high-grade fixtures at a less price than was ever before possible.

How well the company has succeeded in its endeavor is demonstrated by the fact that at the present time any druggist can secure Bangs' efficient trade attracting equipment for a smaller investment than was ever before required.

To get the company's interesting facts and figures costs only the price of a letter. Address the C. H. Bangs Druggists' Fixture Company, Box 2924, Boston, Mass.

OLD HOME WEEK was celebrated during September at Cambridge, New York, of which place Frank Richardson, a prominent local druggist, is village president.

DISTILLED WATER at two cents a gallon?

That is all it costs to produce chemically pure water by means of the Stokes automatic still.

Right now is a good time to write the F. J. Stokes Machine Company, Philadelphia, and ask for a descriptive circular on the Stokes stills for druggists' use retailing at \$18.

THE Saginaw Show Case Company, Saginaw, Mich., has recently issued a comprehensive catalogue illustrating all-plate-glass show-cases—cases that permit the display of every article placed in them.

If you are interested in a case designed to create sales by affording complete display, better write to the company to-day. A postal-card request will bring the catalogue and price quotations.

LAST Friday I lunched on one of our battleships." "Didn't you find it rather hard to digest?"—*Boston Transcript*.

FOUR CENTS a week is all that it costs to produce a different window display every week in the year when Onken interchangeable display fixtures are used.

Five hundred original window trims—a different one every week for ten years—are possible with the \$25 druggists' outfit of Onken Younts.

Onken Younts are made so that they cannot wear out. The sunken steel socket construction does away with the use of screws screwing into wood, so that the solid kiln-dried oak fixtures will last for years. A guarantee accompanies each set.

A large beautiful book showing many trade-winning trims is supplied free with each outfit. If you are not satisfied that your windows are yielding all the business they should, send for the Yount catalogue to-day to Oscar Onken Co., 211 4th St., Cincinnati, Ohio.

Fall Brings Opportunities.

Women are talking Fall clothes now.

The women who "make over" suits and dresses, and their name is legion, will be quick to buy

Diamond Dyes

of you—if you feature them.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

Will you give up one square foot of your counter space for a "silent salesman" that will put you in a position to obtain wide-margin profits on 10,000 articles of utility and adornment?

May & Malone, wholesale jewelers, 19 to 37 E. Madison Street, Chicago, will send you, free of charge, their "counter salesman" catalogue illustrating watches, jewelry, sporting goods, cameras, fountain pens, traveling bags, and hundreds of other articles in popular demand.

By displaying the catalogue on your counter you will be able to secure much of the trade which is now going out of town and to work up a business on many articles which are not now being purchased by your customers simply because they have not been given the opportunity to buy.

To obtain the catalogue, free of charge, clip and mail the coupon attached to the ad of May & Malone, on another page of this issue.

PROFESSOR JAMES M. GOOD, teacher in the St. Louis College of Pharmacy since 1875, has retired from active work and has been made emeritus professor of pharmacy in recognition of his long and valuable service in the cause of pharmacy.

Professor Francis Hemm, who has been connected with the department of practical pharmacy for over a quarter of a century, now has charge of the entire department of pharmacy at the St. Louis College.

PEROXIDE SOAPS, creams and dentifrices that really contain available oxygen can easily be made if the proper per-salt is incorporated, says the R. & H. Chemical Company.

Furthermore, the company will submit formulas and quote prices on per-salts on request. The company's address is 100 William Street, New York City.

THE FLIRT: "How do you like my new engagement ring?"

"Fine! When does it come off?"—*Life*.

AMATEUR and professional artists are to be found in every community—are you catering to those in your vicinity?

If you have overlooked this chance for a profitable side line, better send for the catalogue issued by F. Weber & Co., Philadelphia, Pa.

The Weber Company manufactures and imports artists' materials and drawing and school supplies that are particularly suitable to be offered for sale by druggists. Included in the line are color paint boxes for amateur and professional use, drawing instruments in all grades and prices, drawing boards, "T" squares, sets for mechanical drawing, water-proof drawing inks and other needed supplies.

The catalogue illustrating the entire line will be mailed free on request.



Increase Your Sales and Profits

by packing *your* preparations in American Can Company decorated packages.

We illustrate herewith one of our cold cream boxes lithographed in bright attractive colors, making it a very handsome display package.

This is one of the many attractive boxes listed in our catalogue No. 21. Write for it to-day.

AMERICAN CAN COMPANY

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

With offices in all large cities

THE ANNUAL EVEREADY BIG DRIVE.—Just about the time fall business is getting into its stride the American Ever Ready Works will send its "Big Drive" sweeping across the country.

This year its the "week of a million sales," October 7 to 14. The makers of Eveready lights have arranged for a series of contests, that begin with dealers' window displays, and run through to a great campaign that takes in the whole country. Last year the Eveready Company staged a big window display contest for its dealers. It was hoped that ten thousand merchants would respond—twenty thousand answered the call!

The 1916 campaign includes a star feature that is going to put the public on the right side of the counters of the dealers who enlist for this Fall Drive. Eveready is going to operate a nation-wide contest, open to everybody and as free as the air. \$3,000 is to be offered for a new word.

This prize word contest hinges on Eveready's desire to secure a term to take the place of "Flashlight." The manufacturers reasonably affirm that Eveready has outgrown its sub-title, that "Flashlight" does not express its utility or its stability. So all they ask of the public in return for the three thousand dollars is a name, or word, or term, that they will find equal to the occasion, one so effective they will adopt it permanently.

Naturally, with this feature dramatically displayed in all the great magazines of the country, it is going

to make the people think "Eveready" as they never have before. And when you add to this the \$4,000 worth of prizes offered dealers for window displays

\$3,000. for the best name suggested to take the place of flashlight



TWENTY years ago, when the harnessing of electricity was still much of a novelty, when automobiles were close-pass jobs and men just hoped daylight, a man with a vision dreamed of carrying a pocketful of electric light into the dark, easily for contact use.

Out of this dream grew the first flashlight—an EVEREADY—with a battery the size of a watch and an electric bulb as large as the end of your finger. When, for a second or so, it flashed its tiny stream of light, people cried: "Wonderful! But what's it for?" Its service was appointed. Its future would be undreamed of.

Even after people began buying these new lights to carry around in the dark, EVEREADYs were still known as "flashers" or flashlights, and years of ceaseless effort went necessary to the development of a battery capable of giving hours of continuous light. Also in those early days there were no accurate electric light bulbs on the market—and the men with the vision had to create them. So, finally, came the perfected EVEREADY, with its long-lived Tungsten battery and brilliant Mazda bulb—an EVEREADY that has outgrown the old term

flashlight. Therefore we offer a reward for a name to take the place of flashlight, a name worthy to stand with EVEREADY. We want a new word, a word suggesting that we may progress and that will enhance the service of EVEREADY lights. \$3,000 will be paid for the best suggestion. This is your opportunity.

Fifty thousand dealers will feature EVEREADY window displays beginning October 7, 1916.

Fifty thousand dealers will then be prepared to distribute EVEREADY named things. Get your think of one, send the contest rules carefully, then fill in your suggestion—and wait direct to us.

This contest is absolutely free to all. It is open from October 7th to November 7th. In case two or more contestants submit the same solution, the full amount of the prize will be awarded each.

American Ever-Ready Works
at Montreal, Canada
Long Island City New York
Canadian National Carbon Company

Go into the nearest store where EVEREADYs are displayed and ask for a free EVEREADY Contest Book.
Saturday Evening Post, October 7th

This full-page advertisement is appearing in leading national magazines.

and the \$1,000 held out to store salesmen for stories on "How I Sold an Eveready," when you range these

Ambrosia Assortment
REG. U.S. PAT. OFF.
SPARKS

**To Introduce Our
PURE MILK CHOCOLATE SPECIALTIES**

in localities not now represented by jobbers, will ship, express pre-paid, direct to druggists, on receipt of money order or check for \$5.25, six full boxes as illustrated. Subject to examination, money refunded if not perfectly satisfactory. Assortment contains 120 five-cent bars, and 300 tin-foil wrapped Sparks, selling 10 for a nickel. You realize \$7.50 from the sale of this lot.

1 Box—24 packages Ambrosia Almond Bars	
1 "—24 " " Filbert Bars	
1 "—24 " " Chocolate Park	
1 "—24 " " Peanut Slabs	
1 "—24 " " Sweet Milk Chocolate Cakes	
1 "—300 pieces Ambrosia Sparks—Tin-foil Wrapped	

AMBROSIA FILBERT
SWEET MILK CHOCOLATE

AMBROSIA ALMOND
SWEET MILK CHOCOLATE

AMBROSIA PEANUT SLAB

Ambrosia REG. U.S. PAT. OFF.
Sweet Milk CHOCOLATE
NET WEIGHT 1½ OZ.
AMBROSIA CHOCOLATE CO. MILWAUKEE U.S.A.

Ambrosia CHOCOLATE BARK

Write To-day To

AMBROSIA CHOCOLATE CO., 331-337 Fifth St., Milwaukee, Wis.

Wholesale Chocolate Manufacturers.

up alongside the word contest, you begin to realize that Eveready is making *some* offers.

Every man, woman and child who goes after that three thousand dollars must call on an Eveready dealer to secure a contest blank.

Just think for a moment what that means—that the store of every Eveready dealer in the land will be visited by hundreds of possible customers.

Better write today to the American Ever Ready Works of National Carbon Company, Long Island, N. Y., for particulars of this big contest which opens October 7 and closes Nov. 7.

A. D. Boal, a well-known Illinois druggist, died suddenly August 22 at the home of his son Dwight at Oak Park, where he was visiting. Mr. Boal, who was 69 years old, conducted a drug store at Buda, Illinois, for 50 years. He was prominent in politics, having held many offices of trust.

THE sizzling hot weather of the past summer season caused soda fountain sales, in numerous instances, to jump to such proportions that the capacities of many fountains were overcrowded and much trade had to be turned away.

Were you one of the hundreds of druggists who were handicapped by lack of sufficient working space?

If so, you will be interested in the proposition of

the American Soda Fountain Co., 271-281 Congress St., Boston, Mass. This company offers a special proposition whereby you may order an "American" fountain now, selected from the company's complete stock, and not have to pay for it until next summer. A small payment is required with the order and the balance is to be paid in small monthly installments beginning April, 1917.

In order that you may select the fountain best suited to your requirements the company will send its catalogue of "New Departure Designs" containing illustrations of soda fountains suited to all sizes of stores. A postal card request, stating the size of fountain and number of syrups you are likely to need, will start the catalogue on its way.

EVER try to file a package of half a dozen letters by means of a rubber band?

The package couldn't be made to stay flat, could it?

With the Fox automatic filing band, however, any package of papers, thick or thin, can be made to stay securely in place.

Fox bands are easy to fasten or release, they will not deteriorate as do rubber bands, and their cost is slight.

The Spatula Publishing Company, Sudbury Building, Boston, Mass., will send a sample and quote prices to any druggist who wishes to use the bands for his own papers or who desires a ready-selling side-line.

A SAFE AND PALATABLE LAXATIVE FOR CHILDREN

Mrs. Winslow's Soothing Syrup

ABSOLUTELY NON-NARCOTIC

DOES NOT CONTAIN OPIUM, MORPHINE, NOR ANY OF THEIR DERIVATIVES

FORMULA IS PLAINLY STATED ON EVERY BOTTLE.

MEETS THE REQUIREMENTS OF ALL FEDERAL, STATE AND MUNICIPAL FOOD
AND DRUG LAWS. CAN BE SOLD THROUGHOUT THE WORLD.

Send for Some of our High-class Advertising Matter.

Anglo American Drug Co.

215-217 FULTON ST., - - - NEW YORK

ONE-QUARTER of the population of the United States will see the advertisements of the Whitall Tatum "Special" water bottle which are now appearing in the leading national women's magazines.

Each advertisement will urge the reader to buy from druggists.

Putting your stock of Whitall Tatum water bottles on display where they may be seen by all customers will mean that you can get direct returns from the thousands of dollars which the company is spending to send water-bottle buyers to drug stores.

If your stock is not sufficient to meet the demands occasioned by this nation-wide publicity, why not get in touch with the Whitall Tatum Company, 410-416 Race Street, Philadelphia, or with one of the company's representatives.

It has been definitely determined that goods displayed on the line of vision have a better chance to affect the customer in a sales way than those which are displayed nearer the floor or higher up on the shelves. This affords an opportunity to display profitable goods in small cases, which are placed on top of the regular show-cases. Such goods as hair-brushes, tooth-brushes, combs, nail-files, and similar small articles are very profitably shown in this manner.

To learn all about these small cases, write the Yesbera Mfg. Co., 2278 Albion Street, Toledo, Ohio. Look for the company's ad in this issue.

"350 DOLLAR IDEAS FOR DRUGGISTS" is the title of a book that is crammed full of the most useful, the most valuable and the most profitable ideas that could possibly be brought together. It describes the best business-bringing, profit-saving methods of 350 successful druggists in such a manner that any or all of the ideas may be adapted to your business.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send you a copy, post-paid, upon receipt of \$1.00.

STUDE: "I want my hair cut."

Barber: "Any special way?"

Stude: "Yes, off."—Widow.

For only \$34.15—payable in monthly instalments of \$2 each—Harry A. Smith, 730-231 N. Fifth Ave., Chicago, Illinois, will sell a standard visible typewriter, fitted with medical characters for prescription and label writing.

The machine is a visible writer, and is equipped with tabulator, a two-color ribbon, automatic reverse, back-spacer, ball-bearing carriage action, and many other late style features and modern operating conveniences. It comes complete with tools, cover, operating book and instructions, ribbon and practice paper.

You can secure the machine on five days' trial by filling out and mailing the coupon attached to the ad of Harry A. Smith, appearing elsewhere in this issue.



This Cabinet

Protects 10,000 Druggists

From the Flat Label Nuisance

Within only 10 years the *McCourt Label Cabinet* has been enthusiastically adopted by over 10,000 druggists, because it gives—instantly—the one label needed. It contains as few or as many alphabetically indexed compartments as *your particular needs require*. Each compartment holds 500 McCourt Labels—in *Roll Form*.

Now look at the illustration—and compare the results assured by the McCourt Label Cabinet with any other Label System.

All the exasperating annoyances with the old-style flat label drawer are clearly done away with. Instead of impatiently fumbling in the flat label drawer, you give one turn of the wrist and the one label you want is neatly cut from the roll—in just a second. Gummed—ready for instant use.

Labels are kept clean from dust and dirt. *There's no danger of getting hold of the wrong label.* And they can't curl up or stick together—new labels furnished or price refunded if they do.

The saving of time and temper is apparent—the saving in actual money is *great*, because you buy McCourt Roll Labels in small lots at quantity prices.

Introductory Offer.

If you are a registered druggist—and if you are not acquainted with the many advantages of Roll Labels, send 20 cents in stamps (to cover handling and mailing) and we'll send you a roll of 500 blank shop labels—enclosed in a convenient cardboard cabinet.

Send For New FREE Books.

They describe in detail the modern and economical McCourt Label Cabinet System, all sizes. Will show you the absolute superiority of McCourt Labels. Look on page 21 of Cabinet Catalog for our Special Offer.

McCOURT LABEL CABINET CO.,

47 BENNETT STREET.

H. H. Black, President.

BRADFORD, PA.

Let us tell you about our money-saving pill and powder box service.

RICHARD HUDNUT ALWAYS FOR THE DEALER.—It has been the policy of Richard Hudnut to offer the dealer every possible form of store advertising material, and as a result, the dealer handling Richard Hudnut creations is assured every assistance in making a quick turnover. He is supplied with sample certificates, which are distributed to customers and undoubtedly stimulate sales; window strips and window displays, booklets for counter distribution, counter cards, perfume testing cases, counter mats, etc., are also given him.

The unvarying high quality of Hudnut creations is another factor in increasing sales and assuring repeat sales. Quality is inseparably associated in the consumer's mind with Hudnut and the manufacturers are working every day to strengthen that association.

The liberal profit Richard Hudnut allows on his products is for the dealer and price-cutting will not be tolerated. This determined stand is warranted by loyalty of the dealers who have sold Hudnut products for a quarter of a century without resorting to this unbusiness-like practice. Price-cutting shakes consumer confidence and confidence is the foundation of the business.

A WOODMAN coming into the city of Vancouver, B. C., walked into a restaurant and inspected the bill of fare. A smile passed over his face. After a slight pause, he said: "Bring me some fly specks."

"Sir?" said the waiter, haughtily.

"Haven't you got fly specks?" inquired the man.
"No, sir," returned the waiter, still more haughtily.
"Then," quoth the woodman, "take them off the bill of fare."—*Selden News*.

A WRITER in a recent issue of a journal devoted to the interests of retail jewelers told of having in his possession a stock of good quality, fairly-priced tie-pins in pasteboard boxes which had resisted all efforts to sell them.

Immediately, however, on placing the pins in attractive velvet-lined boxes, sales began to pick up and within a short time the entire line was sold out.

Parallel instances in the drug business are not hard to find. Take cold cream, for instance. No matter how choice the product is or what merits it possesses, if it is dispensed in an indifferent container, sales are only occasional.

When, however, the cold cream is shown in attractively lithographed display boxes, the very appearance of the package creates a favorable impression and the salesman's work is made easier.

Don't you want to investigate the possibilities of such sales-impelling packages for your products?

Yes?

Then write to the American Can Company, at the New York, Chicago, or San Francisco office, and ask for Catalogue 21. It illustrates numerous attractive containers designed to make for quick sales.

Liquid Petrolatum, Squibb

(Heavy Californian)

is a pure, colorless, odorless and tasteless

MINERAL OIL

consisting of hydrocarbons of the naphthene series and exceeding the requirements of the U. S. P. and B. P.

It has the very high specific gravity of

0.886 to 0.892 at 15° C.

0.881 to 0.887 at 25° C.

also an exceptionally HIGH NATURAL VISCOSITY, which is of paramount importance because true viscosity is the chief index of lubricating power.

It is sold only in one-pint bottles under the Squibb label and guaranty.

For further particulars address

E. R. SQUIBB & SONS

-

-

-

New York

THERE'S an added selling value to preparations stoppered with the Kork-N-Seal cap, manufactured by the Williams Sealing Corporation, Waterbury, Conn. Customers appreciate the ease with which bottles may be opened or closed.

Bottles sealed with the Kork-N-Seal cap are easily opened by raising the lever and pushing off the cap with the thumb; resealing is accomplished by pressing down the lever.

The Kork-N-Seal cap has been adopted by the manufacturers of many nationally-known products because the manufacturers have realized that alert druggists will give prominence, in window and show-case displays, to packages which may be opened or closed with little effort.

LADY: "How do you manage to live without working?"

Tramp: "I don't, mum. I'm allus workin' somebody."—*Boston Transcript*.

WERE you one of the many druggists who were obliged to pass up much soda water business during the hot weather of the past summer because of insufficient fountain facilities?

If you were you will be interested in the spring-dating proposition on Walrus soda fountains whereby you can order a fountain now and let it pay for itself out of the profits resulting from next year's business.

A request written on your letterhead and addressed to the Walrus Company, Decatur, Illinois, or to any Walrus distributor in the larger cities, will bring details of the spring-dating proposition and full particulars about the many points of superiority claimed for Walrus fountains.

PROMOTING NUJOL SALES.—To help druggists cash in on the Nujol advertising campaign now being conducted in the leading national magazines and in the newspapers of the larger cities the Standard Oil Company, of New Jersey, will cooperate with Nujol dealers in three ways.

For running newspaper ads over the druggist's own signature the company will supply plates of the familiar Nujol border and package layout (sizes 4½ by 3, 4½ by 5, 4½ by 6), together with proofs of advertisements which may be changed to suit the druggist's particular requirements.

Attractive new Nujol window displays designed to draw trade and put back of the store all the force of the big illustrated advertisements appearing in national mediums will also be offered.

And finally, the company will supply artistic folders for counter distribution and for insertion in outgoing letters and packages.

To secure any or all of these helps simply fill in the coupon, on another page of this issue, attached to the ad of the Standard Oil Company, department 29, Bayonne, New Jersey.



To open "press" center.

The

Upressit
TRADE MARK REGISTERED

JAR CAP

is more easily removed and replaced than any style of cap on the market.

Stock sizes 1" to 3"



To close "press" outer edge.

Makers of Toilet Creams, Ointments and similar preparations packed in opal jars find the "UPRESSIT" Cap superior to any other style of closure and hail "UPRESSIT" as the solution of this important problem. It is simple, handsome and sanitary, cannot work loose, and always makes an effective seal.

LET US SUBMIT SAMPLES AND PRICES, WITH OR WITHOUT OPAL JAR.

U.S. METAL CAP & SEAL CO., 107 W. 13th St., New York City.

LYON'S TOOTH PREPARATIONS REDUCED IN PRICE.—I. W. Lyon & Sons, Inc., makers of Dr. Lyon's Perfect Tooth Powder and Dental Cream, have announced a reduction in price. Hereafter the price of the Dr. Lyon's products will be \$24 per gross.

When the war stamp tax was imposed last year the high cost of labor and materials together with the extra cost of manufacture caused by the tax compelled a raise in the price of Dr. Lyon's. At that time the makers announced that as soon as the tax was discontinued the price would be reduced.

Now that the tax has been taken off, the promise will be carried out despite the fact that labor and materials costs remain as high as ever.

Much attention has been attracted to Dr. Lyon's products recently through the energetic and widespread newspaper and magazine campaign that this well-known old house is carrying on. In addition to the regular advertising a great deal of dealer coöperation work has been undertaken. Druggists all over the country have been provided with booklets containing sales suggestions, model window displays, copies of electrotypes, etc. A novel window-display recently sent out has created favorable comment.

The makers of Dr. Lyon's were among the first to advocate educational campaigns for teaching better care of the teeth. In aid of oral hygiene they have issued blanks to be used by dentists in the examination of teeth, directions as to the proper methods of brushing the teeth, talks to school-children and model

lectures to be given by teachers. Preparations for even more elaborate coöperation with teachers this year are being made.

TROMBONE: "What do we play next, Si?"

Si: "Sousa's Grand March."

Trombone: "Gosh all hemlock! I jest played that!"—*Judge*.

WHERE "Viko" aluminum hot water bottles are used there is no chance for scalding water to escape and cause dangerous burns or serious discomfort. The bottles are made from 99 per cent pure aluminum and are guaranteed to be absolutely leak-proof.

"Viko" bottles can be filled without touching, thus eliminating a common source of burns. Each bottle will remain hot for from 10 to 15 hours—no refilling in the middle of the night.

"Viko" bottles are convex on one side and concave on the other so that they will fit any part of the body. A heavy outing-flannel coat is supplied with each bottle, making it soft and delightful to the touch.

Best of all, however, "Viko" bottles sell at a price which allows the dealer ample profit. Prices to the trade and other particulars may be had by mailing the coupon attached to the ad, on another page of this issue, of the Aluminum Goods Mfg. Co., Manitowoc, Wisconsin.

TABLET MACHINES

SINGLE PUNCH or ROTARY TYPE

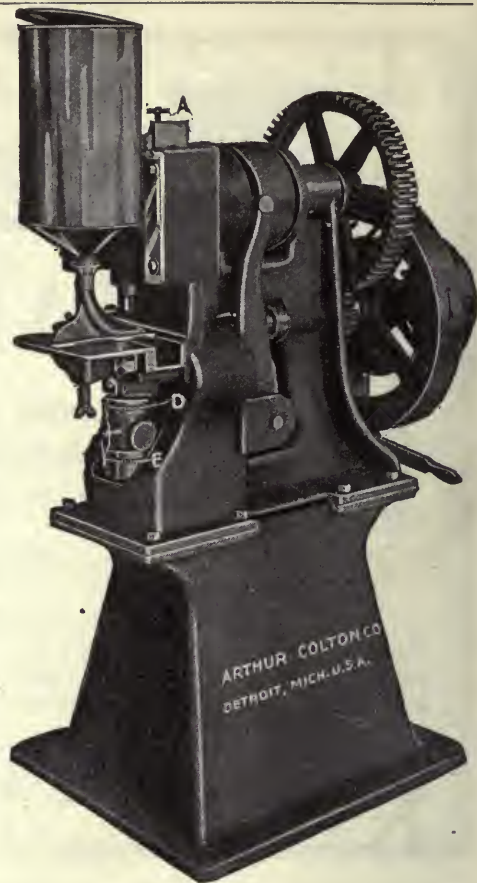
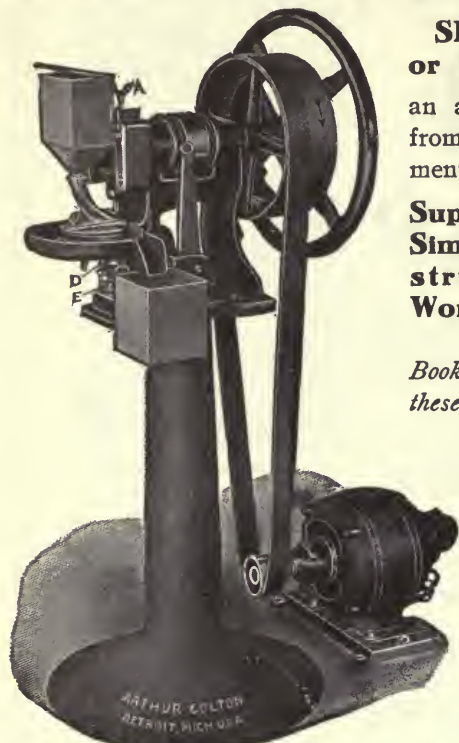
an assortment to select from to suit your requirements. Our claims are

**Superior Designs,
Simplicity in Con-
struction, Good
Workmanship.**

*Booklet fully illustrating
these sent on application.*

**ARTHUR
COLTON
CO.**

Manufacturers of
Pharmaceutical
Machinery and
Laboratory
Appliances



794 JEFFERSON AVE. • DETROIT, MICH., U. S. A.

For the instruction of druggists who desire to make their own show cards, price tickets, posters, etc., the Newton Automatic Lettering Pen Co., Dept. R., Pontiac, Mich., recommends "The Druggists' and Dispensers' Practical Show Card Writer."

This book, containing 144 pages each 6 inches by 9¼ inches in size, is a practical treatise on pen and brush lettering, illustrating a large variety of practical alphabets, price tickets, and lettered show cards especially adapted to the drug trade.

The price of the book is \$1.00 prepaid. The company also issues a complete catalogue of lettering supplies which it will send to any druggist free of charge, upon application.

SEPTEMBER CIRCLE A CORK CONTEST.—George F. Williams, Manager of the Ideal Pharmacy, Madisonville, La., submitted the entry winning one thousand Circle A Corks in the September contest. His contribution succinctly expresses what every successful pharmacist learns early in his career, namely: That the best is usually the cheapest in the long run—and far more satisfactory to use. Those who contemplate entering this contest will do well to study Mr. Williams' answer reprinted herewith.

"Hard rubber separating funnels, previously used to strain pieces of cork out of prescriptions, have been laid aside since we discovered that they are unnecessary when Circle A Corks are used. Time saved, no

more religion lost, and the enhanced attractiveness of the finished package make them worth the price."

Just two more first prizes are to be awarded by the Armstrong Cork Company. If you have not yet sent in an answer, have a try. It will take only a few minutes, and a thousand Circle A Corks will come in handy—besides your name will look well in print.

If, however, you have sent in an entry that was unsuccessful, why not profit by experience and observation? Somebody's going to get those two prizes. It may as well be you.

TEACHER: "A nomad is a person who moves about a great deal—never remains long in one place. Johnny, name some tribe of nomads."

Johnny: "Cooks."—*Boston Transcript.*

For Christmas selling the game of Pyro-Pin (bowling table) is one that has proven to meet with ready returns. Pyro-Pin is a game for children that combines the fascination of bowling and billiards and, in addition, is a practical helper in teaching children to apply their knowledge of mathematics.

Because of the wide appeal and liberal profits Pyro-Pin tables make an excellent side-line for retail druggists. Any jobber or H. P. Emerson & Co., 33 Kingston Street, Boston, Mass., will furnish complete particulars and price information.

The Seventy-Fourth Annual Edition of DR. D. JAYNE'S MEDICAL ALMANAC



Reduced Facsimile of Cover Design

DR. D. JAYNE & SON, 242 Chestnut Street, Philadelphia.

The price of paper has increased to such an extent as to make the printing of large editions for gratuitous distribution almost prohibitive. Notwithstanding this, however, we will publish our Almanac for the coming year as usual. This is because

Dr. D. Jayne's Medical Almanac is a National Institution.

For Seventy-three Years it has been issued regularly, and as you well know, its appearance is eagerly anticipated in millions of homes throughout the country.

Important—Read This!

This year we departed from our usual custom and will *not* send out post cards notifying you that the Almanacs are ready, but your usual allotment will be forwarded if you ordered same last year. If you have never ordered before, enclose your label with your request.

Notify us promptly if you desire a change in the amounts, card imprints, or kind of Almanacs wanted. Printed in English, German, Swedish, Norwegian, Dutch, Italian, Spanish, Polish and Slavish. Please state kind and quantity desired, and send your order promptly.

PHYSICIANS who write for Liquid Petrolatum, Squibb, do so because they desire a pure, colorless, odorless and tasteless mineral oil consisting of hydrocarbons of the naphthene series and which is claimed to exceed the requirements of the U. S. P. and B. P.

Liquid Petrolatum, Squibb, has the high specific gravity of 0.886 to 0.892 at 15° C., and of 0.881 to 0.887 at 25° C. It also has a high natural viscosity, which is of paramount importance because true viscosity is the chief index of lubricating power.

Liquid Petrolatum, Squibb, is sold only in one-pint bottles under the Squibb label and guaranty. Trade prices will be furnished upon application to E. R. Squibb & Sons, New York City.

LITTLE WILLIE: "Gee, you're awful proud of your grandpop, ain't you?"

Bobbie: "You betcha! Why he used to lick pop reg'lar."—Widow.

THE *Bacillus Bulgaricus* was introduced into this country by The Franco-American Ferment Company of New York, who made and sold Lactobacilline products under the patronage of Professor Metchnikoff. The company still gives its exclusive attention to these products.

The Franco-American Ferment Company states that it has for years been giving free to all applicants printed directions for the culture of the "long-life

microbe" and has been distributing cultures especially prepared for propagating the *Bacillus Bulgaricus* at the low cost of five cents per tube. Any druggist is perfectly welcome to accept this liberal offer.

However, the company maintains that it is unreasonable to suppose that the amateur, even with the most explicit instructions and best cultures, can produce a like product to that made in a perfectly equipped laboratory by skilled bacteriologists who specialize in Lactobacilline products. The company says: "You can not make even an amateur bacteriologist out of a man by sending him printed instructions any more than you can make him a competent physician by selling him a \$5 copy of Osler's Practice of Medicine.

The culture of the *Bacillus Bulgaricus* is a most absorbing subject for the druggist just now and no reader of THE BULLETIN OF PHARMACY who is interested in it should fail to write The Franco-American Ferment Company, 124 West Thirty-first Street, New York, if full enlightenment is desired.

SEVENTEEN DOLLARS will buy a "Druggist Junior" Barnstead still, having an hourly capacity of one-half gallon of chemically pure distilled water.

The Barnstead "Druggist" still, producing one gallon of water hourly, costs but \$28.

Full information concerning either-sized still will be sent upon application by the Barnstead Water Still Company, 51 Chardon Street, Boston, Mass.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - - 42 Rue du Marche
London, England - - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

S. A. BURROWS, known to the trade as "The Cold Cream Man," and who was formerly ten years with the well known firm of Daggett & Ramsdell of New York, is now sales manager of the Ramsdell Drug Company, Fifth Avenue at Forty-eighth Street, New York.

Mr. Burrows will have charge of the publicity campaign of Ramsdell's Olive Cream, which will be advertised very extensively from now on. This cream has become very popular with the discriminating buyers of New York, and it is expected that the sales for it will greatly increase throughout the country under the direction of Mr. Burrows.

TEACHER: "What is the capital of Florida?"

Bright Boy: "The money they get from us Northerners."—*Boston Transcript*.

THANKSGIVING DAY is not far off. Do you know how to arrange an artistic window for that occasion which will enable you to dispose of much of your stock of seasonable goods?

"Window Displays For Druggists" contains illustrations and descriptions of two window trims, either one of which will help turn the trick. In addition the book shows photographic reproductions of 113 other displays suitable for use at different times of the year. Each trim is described so that it may be easily and

successfully duplicated. There is included also a chapter on "Trimming the Window," two calendars suggesting articles for display every week in the year, a collection of clever slogans for use on show cards, and other material to help the druggist make the most of his window space.

"Window Displays For Druggists" is published by E. G. Swift, P. O. Box 484, Detroit, Mich. The price is \$1.00, post-paid.

CAN you instantly place your hand on the label you want?

Can you be sure that when you do find it, it is not going to be curled up or stuck together?

You can answer "Yes" to both these questions if you are using a McCourt label cabinet. The McCourt cabinet is alphabetically arranged so that the needed label is easy to find, and all labels are arranged in rolls which deliver the desired label, cut and gummed ready for use, by a single turn of the wrist.

The McCourt Label Cabinet Co., 47 Bennett Street, Bradford, Pa., will, upon request, send two books which describe in detail its modern and economical label cabinet system.

In addition, if you are a registered druggist and not familiar with the McCourt system, the company will send you a roll of 500 blank shop labels, enclosed in a convenient cardboard case, upon receipt of 20 cents.

CHRISTMAS POST CARDS

A Splendid Assortment of over 50 Subjects for the 1916 Season from America's Leading Factories.



You will not find a better selection of Xmas Post Cards than we are offering this season.

They are the work of well-known and high-salaried artists.

The designs are striking and the color combinations are most pleasing.

They are skillfully lithographed on standard quality of cardboard.

Send us your order now!

PRICES

100 Assorted	-	\$.50
500 "	-	2.00
1000 "	-	3.00
2000 "	-	5.50

By Mail or Express F. O. B.
New York.

Don't fail to ask for our
TOY CATALOGUE
and our proposition on
LOCAL VIEW POST CARDS

THE AMERICAN NEWS COMPANY

Post Card and Novelty Department

Nos. 9-15 Park Place

NEW YORK CITY

A NEW LABEL.—A reputable pharmaceutical manufacturer recently received notice from a State food and drug commissioner that his aspirin tablets labeled as 5-grain were found to contain only 1.08 grain. The surprised manufacturer wrote the druggist from whom the State inspector had taken up the offending tablets, and the correspondence revealed how deplorably easy it is for a well-intentioned druggist to innocently compromise manufacturers of the highest integrity.

It was found that the druggist in the case had filled an emptied aspirin bottle of the manufacturer in question with aspirin tablets which he had purchased from an irresponsible broker of the peddling type. And when the inspector asked for the manufacturer's tablets a new clerk, unaware of the change in the bottle's contents, naturally followed the label and sold the inspector instead the tablets of the irresponsible peddler.

In this case no harm resulted, for the Food and Drug Commissioner, who had always found the manufacturer's tablets up to the standard, wrote him, saying: "I am going to be perfectly candid with you when I say that I do not believe that you made them."

Every case, however, cannot be expected to turn out as fortunately as this one did. And each time a druggist uses the emptied bottle of a reputable manufacturer as a "stock container" for similar articles of another make he lays the manufacturer open to false accusations—unless, of course, proper precautions are taken. Druggists are fair-minded men who do not relish the thought of innocently wronging another, and

this suggestion of the National Association of Manufacturers of Medicinal Products will appeal to you, we know:

Before using an emptied bottle as a "stock container" replace the manufacturer's label with a new one bearing some such designation as:

Aspirin Tablets, 5 grs.
STOCK CONTAINER
This bottle no longer
contains Blank's product

Food and drug officials can also assist in avoiding these unjust errors by taking cognizance of this practice of druggists and using all precautions to insure their actually receiving the brand of article called for.

CONTRARY to several published reports the Walter M. Lowney Company, manufacturers of chocolates and cocoas, has not been merged with the United Drug Company.

The Lowney Company has, however, sold its plant at Mansfield, Mass., to the Chocolate Refiners, Inc., accepting payment therefor wholly in stock of the new corporation. Chocolate Refiners, Inc., has contracts with the Lowney Company and the United Drug Company to furnish all the chocolate raw material products used by their respective confectionery factories.

The Walter M. Lowney Company will continue to operate its Boston plant and will have exclusive sale of all Lowney products as formerly.

Doctors Demand "Abbott's"



Saline Laxative
Salithia
Intestinal Antiseptic
Galactenzyme
Bilein
Calcalith
Carbenzol

Calcidin
Digipoten
Petrochondrin
Chlorazene
H-M-C
Sodoxilin
Nuclein

BIOLOGICS AND ACTIVE-PRINCIPLE GRANULES AND TABLETS

Are you prepared to fill this demand? There are big profits for you. Ask your Jobber.

THE ABBOTT LABORATORIES

CHICAGO NEW YORK

SEATTLE
LOS ANGELES
SAN FRANCISCO
TORONTO
BOMBAY

"BY THIS SIGN
WE ARE KNOWN"

To BUY ready-prepared milk of magnesia, according to the Keasbey & Mattison Company, Ambler, Pa., costs four times as much as it does to make a similar product by means of Mattison's "Magma" Magnesia.

The K. & M. Company says that 15 fluidounces of pure water added to 480 grains of Mattison's Magnesia will produce about a pint of milk of magnesia at a cost of only 5 cents. To prove the statements the company offers to send a trial package (enough for one pint) on receipt of ten cents.

Mattison's "Magma" Magnesia (calcined) is offered for sale in packages of one pound by all jobbers.

"Is THIS a free translation?" asked a customer in the book store.

"No, sir," replied the clerk, "it will cost you a dollar fifty."—*Boston Transcript*.

ARTISTICALLY DESIGNED and finished seals for imparting an attractive appearance to packages are manufactured by Herbert H. Jacobus & Son, Cedar Grove, N. J.

The seals make excellent advertising mediums and are useful and convenient for sealing packages of various sizes.

Jacobus & Son carry seals of numerous designs in stock or they will furnish special ones to order. A mailed request will bring samples and prices.

DETERMINING exactly how much business is done at the soda fountain each day is easy when the Lock-Stub Check System of controlling soda-fountain receipts is employed.

By means of the system the number of drinks sold is kept track of accurately and all leaks—whether from dishonesty or carelessness—are quickly and permanently stopped.

Clean checks are provided for each customer, a fact much appreciated by women patrons who wear easily soiled gloves.

If you are not familiar with the advantages of the system, write to the Lock Stub Check Company, Bush Terminal, Brooklyn, N. Y., or 22 Quincy St., Chicago, Ill., for the company's free booklet which describes the complete system.

MRS. WINSLOW'S SOOTHING SYRUP, according to the statement of the manufacturers, the Angle American Drug Co., 215-217 Fulton Street, New York City, meets the requirements of all Federal, State, and municipal food and drug laws and can be sold in all parts of the country.

The preparation is absolutely non-narcotic, containing no opium or morphine or any of their derivatives, as can be seen by reading the formula which is plainly stated on every bottle.

Advertising matter, designed to promote the sales of Mrs. Winslow's Soothing Syrup, will be sent free of charge upon application to the manufacturers.

Faultless

Surgical and Sick Room Rubber Goods

These goods offer you merchandise of superior value. Articles you can recommend and sell on their service and satisfaction-giving qualities. They will help to establish your Rubber Goods Department on a sounder basis and will bring you prestige and profit.

Our lines include Ice Caps, Ice Bags, Invalid Cushions, Operating Cushions, Drainage Gauze Covers, Catheters, Colon, Rectal and Stomach Tubes, Medicine Droppers, Breast Pumps, Infant and Ear-and-Ulcer Syringes, Douche Syringes, Pessaries, Physicians', Surgeons' and Nurses' Rubber Gloves, etc., etc. Every article up to the Faultless quality standard. They will win and hold trade for your store.

SEND FOR ILLUSTRATED CATALOGUE.

Get full information on these lines; be posted on where to get the goods. Write for our new catalogue, just issued, containing complete specifications and prices.

The Faultless Rubber Company

434 Rubber Street, Ashland, Ohio, U. S. A.



"ROBERTSON'S FRUIT TABLETS will keep indefinitely, but sell so rapidly after they are once tried that their keeping qualities are rarely tested," says the Robertson Candy Company, New York City.

Why not ask the company to point out the profit possibilities in handling fruit tablets? A letter, written on your store stationery, will bring trade prices and details of the line.

PHILADELPHIA COLLEGE OF PHARMACY NEWS.—As is well known the department of Pharmacy and Chemistry of the Medico-Chirurgical College of Philadelphia has been merged with the Philadelphia College of Pharmacy. The members of the Medico-Chirurgical College faculty have been elected as members of the faculty of the Philadelphia College of Pharmacy, as follows:

J. W. Sturmer, Phar.D., Professor of pharmaceutical chemistry and associate dean; Charles E. Vanderkleed, B.S., A.C., Phar.D., lecturer on industrial pharmacy; Frank E. Stewart, Phar.D., M.D., lecturer on pharmaceutical jurisprudence; Heber W. Youngken, Ph.G., Ph.D., assistant professor of botany and pharmacognosy; J. E. Brewer, Phar.D., assistant in general and analytical chemistry; Robert P. Fischelis, B.S., Phar.D., lecturer on commercial pharmacy; D. W. Youngken, Ph.G., assistant in operative pharmacy.

This accession gives the Philadelphia College of Pharmacy a teaching staff of twenty-three members—

the largest faculty in its history and the largest of any school of pharmacy in the country.

By the merger of these two institutions it becomes possible to offer especial opportunities to those who desire postgraduate or special work in pharmacy and the allied sciences, such as analytical and industrial chemistry, applied botany and pharmacognosy, and bacteriology.

The postgraduate work is open not only to the graduates in pharmacy of the Philadelphia College of Pharmacy and the Medico-Chirurgical College, but also to the graduates in pharmacy of every school of pharmacy of satisfactory standing.

FRESHNESS and sweetness are essential qualities in olive oil. Oil that is kept in loosely stoppered containers or exposed to sunlight cannot remain sweet and pure indefinitely—it must be handled with the same care that is accorded to sweet milk, butter or fresh eggs.

Realizing this the Pompeian Company packs all Pompeian Olive Oil in sealed tin containers that effectually exclude all light and air.

Such a product—so zealously guarded as to quality—is the kind that is appreciated by careful housewives and by physicians who wish to use it in cases of sickness.

Why not ask the Pompeian Company more about it? The company's address is Baltimore, Md.

Your Doctor Needs It!

There is no present you can give your physician friends for the coming year that will be more appreciated than a copy of

THE PHYSICIAN'S PERFECT CALL LIST AND RECORD

It embodies the most conveniently arranged and comprehensive visiting list published. Provides a simple and efficient method of keeping accounts with patients. Saves time, simplifies book-keeping and prevents losses. It contains space for record of narcotics dispensed, and tells about the Harrison Law. It provides an Obstetrical Record, Death Record, Vaccination Record, Records of Bills and Accounts, blanks for memoranda, Monthly Summary, etc. Besides this it contains a complete dose table in conformity with the new U. S. P. (ninth revision) and numerous other features which make the book the most valuable and appreciated present you can make to your doctor friends at anything like the cost.

Price \$1.50 with Doctor's name embossed in gold.

Now is the time to order!

E. G. SWIFT, Publisher, Box 484, DETROIT, MICH.

DR. D. JAYNE'S ALMANAC TO BE PUBLISHED AS USUAL.—Despite the fact that the cost of paper has risen greatly and made gratuitous distribution almost prohibitive Dr. D. Jayne & Son, of Philadelphia, will publish its medical almanac for the coming year as usual.

The seventy-fourth annual edition is now in process of preparation, and the druggists through the country can assure their millions of patrons that the almanac will be supplied free of charge as heretofore.

This year, however, a departure from the usual method of distribution will be made. Instead of sending post cards to the druggists notifying them when the almanacs will be ready, it will be necessary for the druggists to send written requests stating that their usual allotments are desired. Druggists who have never ordered before are asked to enclose a store label with their requests.

The almanacs are printed in English, German, Swedish, Norwegian, Dutch, Italian, Spanish, Polish and Slavish. In ordering, Dr. D. Jayne & Son, 242 Chestnut Street, Philadelphia, should be notified if any change in the card imprints is desired. The kind and quantity wanted should be stated in all cases.

YOUR spare time—are you using it to increase your knowledge of pharmacy and thus fit yourself for a better position?

By taking the course offered by the Practical Druggist Institute you can study pharmacy in your spare

time without giving up your present position. The cost is small, and the course is claimed to be complete and thorough. Graduates are prepared to take State Board examinations.

Sample lessons, terms and other particulars may be obtained by writing to the Practical Druggist Institute, 53 Gold St., New York City.

"SCOTCH mixtures seem to be very popular this season," remarked the dressy person.

"To wear or to drink?" demanded the man with the impressionistic nose.—*Philadelphia Public Ledger.*

FITTING eye-glasses is a line of work that fits in admirably with the carrying on of a drug business. The field is not overcrowded and the money received from the work affords liberal recompense for the time and material invested.

Before actually engaging in the fitting of glasses, however, the various State laws require the practitioner to have taken a course of instruction in a recognized school.

The Northern Illinois College, 159 N. State Street, Chicago, is such a school, and the president, George W. McFatrach, M.D., will gladly send complete information to any druggist or clerk who desires to add to his income by becoming a trained optician.

Both attendance and correspondence courses are offered at the Northern Illinois College.

DISTILLED WATER

AT

2c Per Gallon

Guaranteed By

STOKES

AUTOMATIC

WATER STILLS

Price Only \$18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.



ROUP!

With the cold damp nights of fall, roup and colds appear in almost every flock of chickens. It means worry and work for the poultryman, for roup is one of the commonest and most contagious of all poultry diseases.

To you, it means an opportunity for big profits if your poultry-keeping friends know you carry a reliable Roup Remedy and preventive.

CONKEY'S ROUP REMEDY

was the first widely accepted remedy for roup and is used and praised to-day by poultrymen all over the world. It sells at retail for 25c, 50c, and \$1.00.

Tie up to Conkey's Poultry and Stock Remedies and you'll be able to meet any demand with first quality goods and back them with your and our unqualified guarantee. There's money in this proposition. Write us about it.

THE G. E. CONKEY CO.

5007 Conkey Bldg.

Cleveland, Ohio.

ANOTHER LINK BETWEEN PHYSICIAN AND PHARMACIST.—Coöperation on the part of the physicians in his neighborhood means much to the present-day pharmacist. Without their support his business will never reach the proportions that it should.

However, no pharmacist can hope to obtain the coöperation he so desires unless he is always in a position to fill the requirements of his physicians. Nothing is more discouraging than for the physician to prescribe a preparation, and then to recommend the patient to his druggist, only to find that the druggist hasn't the article in stock.

Druggists should bear this in mind when they learn that Alkalol is now being extensively and aggressively advertised in all the leading medical journals throughout the country. In consideration of the fact that Alkalol has never been advertised in this way before, and that in the past few years its sales have been built up by detailing physicians and by circulars to the profession to the present output solely on the merits of the preparation, it will not need a very keen observer to understand what an increase in sales the present campaign will create for the druggist.

Alkalol is an ethical preparation in every sense of the word, and it carries a profit large enough to appeal to every pharmacist. Applying the modern business motto, "Do it now," every progressive druggist, with a wholesome respect for patronage, purchases, and profits, as well as preparedness, should look over his stock of Alkalol at once. The Alkalol Company

of Taunton, Mass., will be glad to send some attractive literature for your patrons as well as your professional friends, upon request.

A YOUNG gentleman of the colored persuasion had promised his girl a pair of white gloves for a New Year's gift. Entering a large department store, he at last found the counter where these goods were displayed, and, approaching rather hesitatingly, remarked, "Ah want a pair ob gloves."

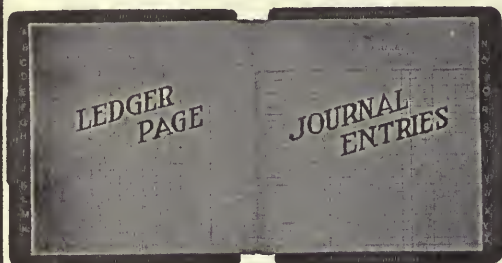
"How long do you want them?" inquired the business-like clerk.

"Ah doesn't want fo' to rent 'em; Ah wants fo' to buy 'em," replied the other, indignantly.—*Rehfuss Advocate*.

"WHEREVER there is a case of enfeebled digestion, there is a case for Benger's Food" has been the burden of the long-continued advertising to physicians in behalf of Benger's Food. For over 35 years this product has been consistently advertised to the U. S. medical profession as a most suitable preparation for infants, invalids and aged persons.

Druggists can benefit from this nearly two score years of promotion work by sending to Benger's Food, Ltd., 92 William Street, New York City, for show-cards and advertising material. The helps are free for the asking.

Combined Ledger- DUPLICATING Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

\$21.75

Write us now for catalogue K,
Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

"WHAT has become of the old-fashioned political boss?"

"He has given place," replied Senator Sorghum, "to the new-fashioned political boss who insists on having his own way without paying cash for it."—*Washington Star*.

A NEW GENERAL MANAGER.—His many friends in the wholesale and manufacturing drug field will be pleased to learn that Theodore R. L. Loud, known to the drug and chemical trade of New York City as "the man with a memory and a master of details," has recently been elected by the New York Quinine and Chemical Works, Ltd., as vice-president and general manager.

Mr. Loud was educated at St. John's College, Annapolis, leaving there at the age of sixteen to enter the employ of a retail druggist in Easton, Maryland. After three years spent in the retail business Mr. Loud be-



Theodore R. L. Loud.

came connected with a large Baltimore wholesale drug firm in the capacity of traveling salesman. His next connection was as Pacific coast salesman for the Redington Company, of San Francisco.

Later on Mr. Loud accepted a position with the New York branch of Merck & Company, remaining there twelve years as sales manager and traveling representative. He next took up the duties of sales manager for the Herf & Frerichs Chemical Company, of St. Louis, which position he occupied until the firm sold out to Merck & Company, at which time Mr. Loud went to the sales department of the Mallinckrodt Chemical Works.

In 1906 Mr. Loud entered the drug advertising field

as advertising manager of the *Pharmaceutical Era*, which position he occupied until January, 1910. Since that time he has been connected with the advertising departments of several of the leading national publications, recently relinquishing a responsible position with the Butterick Publishing Company, one of the foremost publishers of magazines for women.

In obtaining the services of Mr. Loud, the New York Quinine & Chemical Works has secured a man who is especially familiar with the drug and chemical field and who has a thorough understanding of general business conduct.

"CAN two live as cheaply as one?"

"Well, another passenger adds nothing to the upkeep of the motor car."—*Kansas City Journal*.

"COME-BACK" customers, each of whom visits the store many times during the course of a year, mean numerous sales opportunities for the druggist who conducts a magazine and periodical department.

Monthly magazines will bring the reader to the store twelve times a year and weekly periodicals fifty-two times a year. And on each trip it is likely that the customer will buy other articles of which he is in need.

In comparison with a soda fountain or cigar counter—two departments which are commonly used to bring customers into a store—the cost of conducting a news department is decidedly slight. The initial investment is small, stock is turned over from 12 to 52 times a year, customers wait on themselves and never ask to have a purchase wrapped or delivered.

Mailing the coupon attached to the ad, on another page of this issue, of the American News Company, 9 to 12 Park Place, New York City, will bring a price-list and full particulars in regard to installing a profit-paying news department.

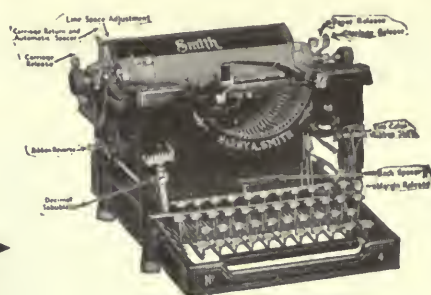
Hunt up the coupon now.

HUNDREDS of druggists in all sections of the country have adopted a new way for increasing their sales and profits.

They have done it by installing "New Way" store equipment.

The Grand Rapids Show Case Company, Grand Rapids, Michigan, will send you, upon request, a copy of catalogue "D" which fully illustrates and describes "New Way" possibilities.

ONE of the features of the Drug Show at the N. A. R. D. Convention at Indianapolis was the booth of the Gerhard Mennen Chemical Company of Newark, N. J. In preparing this booth, a complete departure was made from the conventional type of display. Martin Jenter, one of the foremost display and scenic designers of New York, prepared the design of the display, the material was completely assembled in New York and then shipped intact, solely for use at the convention.



Typewriter Sensation!

Free Trial—Use As You Pay.

Send Me Only \$2.00 a Month Until the Low Total Price of \$34.15 is Paid, and the Machine is Yours.

This is absolutely the most generous typewriter offer ever made. Do not rent a machine when you can pay \$2.00 a month and own one. Think of it—Buying a \$100.00 Typewriter for \$34.15. Cash price, \$32.30. Never before has anything like this been attempted.

Standard Visible **SMITH** Model No. 4

With medical characters for prescription and label writing.

Perfect machines, Standard Size, Keyboard of Standard Universal arrangement, 42 keys writing 84 characters—universally used in teaching the touch system. The entire line of writing completely visible at all times, has the tabulator, the two-color ribbon, with automatic reverse, the back spacer, ball bearing carriage action, in fact every late style feature and modern operating convenience. Comes to you with everything complete, tools, cover, operating book and instructions, ribbon, practice paper—nothing extra to buy. You cannot imagine the perfection of this beautiful typewriter until you have seen it. I have a thousand of these perfect late style Model No. 4 typewriters at this bargain price, and each purchaser fortunate enough to secure one of these beautiful machines must try it out in home or office before deciding to buy. I will send it to you F. O. B. Chicago for five days' free trial. It will sell itself, but if you are not satisfied that this is the greatest typewriter bargain you ever saw, you can return it at my expense. You won't want to return it after you try it—you cannot equal this wonderful value anywhere.

You Take No Risk—Put In Your Order Now

When the typewriter arrives deposit with the express agent \$6.15 and take the machine for five days' trial. If you are convinced that it is the best typewriter you ever saw, keep it and send me \$2.00 a month until my bargain price of \$34.15 is paid. If you don't want it, return it to the express agent, receive your \$6.15 and return the machine to me. I will pay the return express charges. This machine is guaranteed just as if you paid \$100.00 for it. It is standard. Thousands and thousands of people own and use these typewriters and think them the best ever manufactured.

The supply at this price is very limited; the price will probably be raised when my next advertisement appears, so don't delay. Fill in the coupon to-day—mail to me—the typewriter will be shipped promptly. There is no red tape. I employ no solicitors—no collectors—no chattel mortgage. It is simply understood that I retain title to the machine until the full \$34.15 is paid. You cannot lose. It is the greatest typewriter opportunity you will ever have.

Do not send me one cent. Get this coupon in the mails to-day—sure.

HARRY A. SMITH, 730-231 N. Fifth Ave., Chicago

Tear Out—Mail To-Day—
HARRY A. SMITH,
730-231 N. Fifth Ave., CHICAGO, ILL.

Ship me your Model No. 4 typewriter F. O. B. Chicago, as described in this advertisement. I will pay you the \$28.00 balance of the SPECIAL \$34.15 purchase price, at the rate of \$2.00 per month. The title to remain in you until fully paid for. It is understood that I have five days in which to examine and try the typewriter. If I choose not to keep it I will carefully repack it and return it to the express agent. It is understood that you give the standard guarantee.

NAME _____

ADDRESS _____

DRUG CLERKS



In the September SPATULA Mr. Chas. D. O'Connor, author of "Commercial Pharmacy," a text-book in colleges, begins a copyrighted series of articles upon "HOW TO PASS THE BOARD," in which he tells the clerk just what he must and must not do to get by. The author spent many years in gathering his material, which he has so arranged that any clerk of ordinary intelligence who follows his instructions ought to be sure to pass. The articles will be found a valuable substitute for those who are unable to take a college course in pharmacy, and even college men will find many hints they would not get elsewhere. Send \$1.00 to-day for a year's subscription, beginning with the September number, and ask for a free poison scarf pin with moving, scintillating eyes, either German silver or gold plate. Pin alone 50c.



SPATULA LABEL BOOK.—For shop use, comprising labels for practically all the Drugs, Chemicals and Preparations in the Pharmacopoeias, and for a large number of unofficial articles, utensils, apparatus, etc.; over 2000 labels. Price, \$1.00 (Foreign 4s.); with SPATULA 1 year, \$1.50 (Foreign 8s.).

SPATULA HERB BOOK.—A classified list of medicinal herbs, giving botanic names and common names, with properties of each. A concise and practically complete list. Arranged alphabetically under both the scientific and the common names, so any herb may be instantly found. Price, 50c. (Foreign 2s.); with SPATULA 1 year, \$1.25 (Foreign 6s.).

SPATULA VETERINARY FORMULARY.—A collection of practical formulas for all diseases common among horses, cattle, swine, poultry and dogs, by L. W. Marshall. 50c. (Foreign 2s.); with SPATULA 1 year, \$1.25 (Foreign 6s.).

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L. Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with THE SPATULA 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on high grade paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with THE SPATULA 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. One of the most complete, most practical and most useful books on the subject published. Second edition, 134 pages. Price, \$1.00 (Foreign 4s.); with THE SPATULA 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

Circle A Cork Contest Prize Winner September



"Hard rubber separating funnels, previously used to strain pieces of cork out of prescriptions, have been laid aside since we discovered that they are unnecessary when Circle A Corks are used. Time saved, no more religion lost, and the enhanced attractiveness of the finished package make them worth the price.

George F. Williams,
Manager, Ideal Pharmacy,
Madisonville, La.

Each month until January 1917, to the pharmacist or any employee in a pharmacy who, in 50 words or less, submits the best reason for using Circle A Corks in prescriptions, we shall send free of charge, (express prepaid), a bag of 1000 Extra Long Circle A Corks in sizes from 2 to 6. The winning answer together with a picture of the contestant or the store (if furnished by him when requested) will be published each month in the various drug journals in which we advertise.

Contestants may submit as many answers as they desire and may compete each month. Only one bag of corks, however, will be awarded to a pharmacy. All answers to compete for the November prize must reach us before the 20th of October.

Armstrong Cork Company
113 Twenty-third Street, Pittsburgh, Pa.

PATTERSON ONCE A RETAIL MERCHANT.—John H. Patterson, president of the N. C. R. Co., started his business life as a retail merchant; first, as a coal mer-



John H. Patterson.

chant, and later as the proprietor of a general store. From the very start of his activities in the development



*A face powder
that will put
real profit into
your toilet goods
department.*

Pussywillow Face Powder

The price—50 cents a box—is one which will suit a big majority of your patrons. The quality cannot be improved, and is an assurance of repeat sales. The package is so handsome that it gets trade on sight.

Besides all this—Henry Tetlow Co., the manufacturers, are advertising Pussywillow in six leading magazines. These are The Delineator, The Designer, The Woman's Magazine, Harper's Bazaar, Vogue and the Red Book. Full pages in color started the campaign. Large space is being used every month. The combined circulation is over two million and a quarter.

On initial orders there is a special offer and sampling plan. Write us or ask your jobber.

Henry Tetlow Company,
Philadelphia, Pa.

of a cash register his principal aim has been to develop an apparatus and a system which should be of greater and greater practical daily value to the retail merchants of the world.

From the beginning of his business career he has advocated the use of receipts in all transactions. As a coal dealer he secured receipts for every load of coal delivered and gave receipts for all payments. His ideal of a cash register was a machine that would automatically issue receipts, and as the machine progressed he has always worked with this object in view.

By issuing a receipt for every transaction, the merchant secures the one missing link in complete protection—the voluntary coöperation of the public. This receipt, which bears the clerk's initial, both safeguards him from the mistake of his fellow clerks and gives him proper credit for the good work he is doing in his employer's behalf.

In an Ohio town is a colored man whose last name is Washington. Heaven has blessed him with three sons.

When the first son arrived the father named him George Washington. In due time the second son came. Naturally he was christened Booker Washington. When the third manchild was born his parent was at a loss, at first, for a name for him. Finally, though, he hit on a suitable selection.

The third son, if he lives, will go through life as Spokane Washington.—*Saturday Evening Post.*

BIG PROFIT IN BIBLES AND DICTIONARIES



There is a constant demand—millions of copies are sold every year. The stock does not change—*does not become old—does not deteriorate.* Hundreds of druggists all over the country are making an extra profit from them.

INTERNATIONAL BIBLES

Wherever the Bible is read, "International" Bibles are well known for their superior flexible leather bindings, their new and valuable helps for Bible study, their clear type and excellent Bible paper. Over 600 styles, comprising every size of type, variety of contents, and style of binding. Cost no more than less favorably known Bibles.

UNIVERSAL SELF-PRONOUNCING CLEARNU TYPE DICTIONARIES

In clearness of type and the ease with which the eye finds the word; in simplicity and accuracy of definition; in fulness of contents and logical arrangement, Universal CLEARNU TYPE Dictionaries will be found to excel other works of like purpose. Published in a variety of sizes and bindings at low prices.

Send for catalogs of Bibles and Dictionaries.

THE JOHN C. WINSTON COMPANY,
1007 Winston Bldg., PHILADELPHIA.
Largest Book and Bible Publishers in America.

"SIDE-LINES"

*—and what they mean to alert
and enterprising druggists.*

PROFIT PRODUCING COUNTER SPACE

One square foot of your counter space, presided over by an M & M "silent salesman" catalog will give you big profits on 10,000 articles of utility and adornment.

If you could realize the sales possibilities which our plan opens to you, you would willingly hire, at a good salary, such a salesman as we place at your disposal free of charge, sending "him" postpaid to your address.

Watches, Diamonds, Jewelry, Sporting Goods, Cameras, Fountain Pens, Traveling Bags, and hundreds of other articles of popular demand are either not bought at all by many of your townspeople or they are bought "in the city"—just because you are not showing the big M & M catalog.

— — — MAIL THIS COUPON NOW — — —

MAY & MALONE, WHOLESALE JEWELERS,
19 to 37 E. Madison St., CHICAGO.

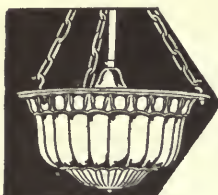
Gentlemen:

Kindly send me your large No. 17 "Counter Salesman" catalog, postage prepaid.

NAME _____

TOWN _____

STATE _____



GOOD LIGHT

IS AN ABSOLUTE NECESSITY

to the well-appointed drug store! Good light, from modern lighting fixtures, makes the whole store look cheerfully up-to-date, invites people to come in, shows goods at their best.

SUN Semi-Indirect LIGHT

(Hollow Wire System)

is what you need! First semi-indirect fixtures using gasoline. Abundant, beautiful light from new and decorative fixtures. Clean; convenient; cheaper than gas, electricity, acetylene or kerosene.

Also new fixtures for direct lighting and styles for Gas and Electricity.

Get interested in "Sun" Light—it means business! Get the Free "Sun" Light Book, liberal terms to agents, pictures of lamps, special premium offers.

SUN LIGHT CO.,

1611 Market St., Canton, O.



Nowadays it is *Quality* That Counts.

No matter what article you buy, you want the best to be had. If you are not making use of

BURT'S DRUG BOXES

You are not securing the best in the drug box line, for it is fast becoming recognized that the Burt boxes are the standard of excellence, and the kind which most retail druggists demand.

Our line of drug boxes is carried by most all first-class wholesale and jobbing houses throughout the country. A complete line of the boxes commonly used by the drug trade can be had through them. We do not deal directly with retailers, but only through the jobbers. Insist on having the Burt boxes when you place your next order.

Samples or Catalogue Sent on Request.

F. N. BURT COMPANY, Ltd.

**Drug Box Specialists,
BUFFALO, N. Y.**

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

**Machine Made Bottles
Narrow and Wide Mouth
by the**

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York

Philadelphia

Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

WASTE PAPER, according to one of the leading manufacturers of waste paper balers, is now bringing from \$13.50 to \$90.00 per ton, according to grade.

Never before in the history of the country have materials for paper-making been so scarce, and waste paper has never before brought such enormous prices.

Under such conditions a waste-paper baler becomes a downright necessity in any business establishment. The purchase of a baler is not only a profitable investment, but it is the plain duty of every believer in conservation.

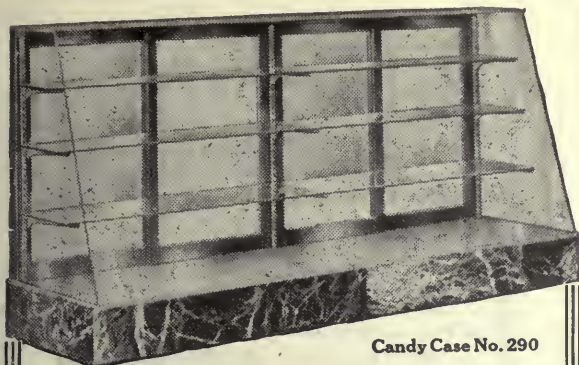
Make it a point to get a waste-paper baler at once and help remedy a condition that is really serious, and add to your profits at the same time. You can get an excellent machine at a surprisingly low price from The Gem Manufacturing Company, Bascom, Seneca Co., Ohio, whose advertisement appears elsewhere in this issue. Turn to it and act now!

"All women are rivals when it comes to clothes."

"Yes; each one tries to outstrip the other."—*New York Sun*.

THE annual convention of the traveling salesmen representing the Carpenter-Morton Company, Boston, Mass., was held recently at the Boston City Club, thirty-eight traveling men representing every State in the United States and Canada being present.

The convention was presided over by M. Elton



Candy Case No. 290

Are You Ready for the Candy Season?

A good show case is absolutely essential to the success of your candy department. Without a case which displays your line prominently and attractively and which keeps its contents fresh and free from dust you certainly can't expect a profitable candy business. Candy should be one of your best-paying lines. Let us help you make it so. We have made a special study of candy cases and you will be interested in our line.

WE MAKE COMPLETE DRUG STORE OUTFITS

INCLUDING "ALMETAL" STORE FRONTS



Vose, vice-president and sales manager. Addresses were made by Mr. Vose, George C. Morton, treasurer and general manager; H. K. Stroud of Bayer-Stroud Corporation, New York City, advertising counselors for the Carpenter-Morton Company; Walter W. Manning, of the Women's World, New York City; and Allen W. Clark, Editor of the American Paint and Oil Dealer, St. Louis, Missouri.

At this convention the salesmen were given full particulars in regard to the big 1917 selling and advertising campaign for Campbell's Varnish Stain, Colorite and Cow-Ease, three fast selling specialties manufactured by the Carpenter-Morton Company.

TOM: "So you really think you have some chance with Miss Coldcash, do you?"

Jack: "That's what. She is beginning to find fault with my necktie."—*Indianapolis Star*.

TABLET-MAKING MACHINES, of the single punch or rotary type, are illustrated and described in the booklet which will be sent free of charge upon application to the Arthur Colton Co., 794 Jefferson Avenue, Detroit, Mich.

The Colton Company manufactures pharmaceutical machinery and laboratory appliances of all kinds which are claimed to be of superior design, simple construction, and uniformly good workmanship.

PEERLESS BRAND

CORKS

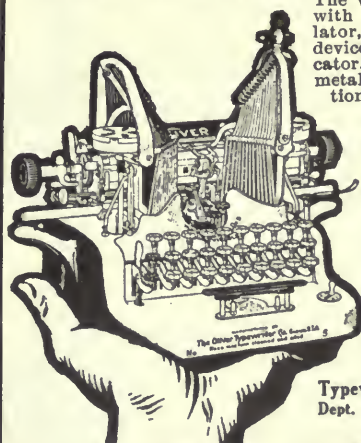
**Manufactured expressly for the
Finest Prescription Trade.**

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

Amazing Bargain!

Every druggist needs this **Genuine Standard Visible Oliver Typewriter** that feeds labels and writes medical symbols.



The very latest Model 5, with back spacer, tabulator, color writing-ruling device, disappearing indicator. Nothing lacking—metal case, tools, instruction book. Life guarantee. We have sold 26,000.

FREE TRIAL

No Advance Payment

Send a little bit each month until our very small price is paid. No interest—no red tape. Mail this coupon for our amazing Bargain Offer and FREE Typewriter Book to-day. No obligation. No salesman to call and urge you to buy. Just information that benefits you. Write now!

Typewriters Dis. Syndicate
Dept. 3027, 1510 Wabash Ave.,
Chicago.

Mail This for All the Facts

Typewriters Distributing Syndicate
Dept. 3027, 1510 Wabash Ave., Chicago

Gentlemen: With the understanding that I am not purchasing anything or obligating myself in any way, you may send me your bargain offer on "Druggist's Model Oliver."

Name.....

Address.....

(320)

A Positive Guarantee

"Complete satisfaction or your money back" goes with every package of the old standard family cough remedy.

PINEX

"As Staple as Quinine"

This old, strong company stands behind you on this guarantee for the full retail price. No lost profits. We have never quibbled nor side-stepped.

Stronger advertising than ever for this season.

The Pinex Company,
Fort Wayne, Ind.

POMPEIAN OLIVE OIL ALWAYS FRESH

DOCTORS recommend Pompeian—its merit has won the endorsement of hospitals all over the country—for Pompeian—finest quality olive oil—is *always fresh*.

¶ The enlightened purchasing public is now, at last, face to face with the fact that olive oil cannot remain sweet and pure indefinitely—as tinned vegetables. They realize that olive oil is a commodity that should be handled with the same care as dairy products.

¶ Fresh eggs, fresh butter, sweet milk—and Pompeian Olive Oil—the up-to-date housewife places them in the same category. For the Pompeian Company—proud of its product and solicitous for the welfare of its consumers—jealously protects the sweetness of Pompeian Olive Oil.

Write for our book of selected salad recipes mailed free to any address

FULL MEASURE TINS

Gallons Half-Gallons

Quarts Pints Half-Pints

THE POMPEIAN COMPANY
GENOA, ITALY BALTIMORE, U. S. A.

THE STANDARD IMPORTED OLIVE OIL

THE VITAL QUESTION OF PROFIT-MAKING.—Scarcely one druggist in twenty knows how much money he is actually making. The average man is deceived about his profits anywhere from one hundred dollars a year up to two or three thousand dollars, according to the volume of his business.

"The Druggist and His Profits" is the title of a new book that is worth hundreds of dollars annually to every live pharmacist. It shows a man how he can determine accurately what his profits actually are, and then it tells him how to bolster up these profits if they are smaller than they should be in any department of the store.

This is the most useful book ever written for the druggist. A copy will be sent post-paid for one dollar by E. G. Swift, publisher, P. O. Box 484, Detroit, Michigan.

"Now, what are you going to prescribe for ailments?"

"Something efficacious, if I can."

"Not with a society practice, my boy. What they want is something new."—*Louisville Courier-Journal*.

THEY meet the requirements of the U. S. P., Ninth Revision—Merck's prescription chemicals.

Jobbers everywhere can supply Merck products in original packages.



CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.
Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.

New York Office,
290 Broadway



Trained Opticians Needed

THERE is yet an important field that is not overcrowded. Proprietors need help because their assistants are branching out for themselves. You can earn big money Fitting Eyeglasses. The various States require that you take a course in a recognized school before you are permitted to actually Fit Glasses. If you will drop a postal to George W. McFatrach, M.D., President Northern Illinois College, 159 N. State Street, Chicago, he will tell you how. Attendance and Correspondence Courses.

Our regular Winter Night Classes begin October 2nd, 1916

BURT's drug boxes—designed to cause goods to move faster—are carried by most all first-class wholesale and jobbing houses throughout the country. A complete line of the boxes commonly used by the drug trade can be had through them.

Druggists who are not familiar with the quality of Burt's boxes may secure a catalogue and samples by addressing F. N. Burt Company, Ltd., Buffalo, N. Y. No orders are taken direct, however, all sales being handled by jobbers.

"THEY are not going to cut me up if I go to the hospital, are they?"

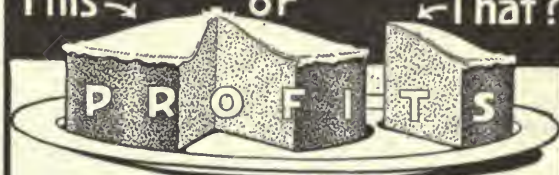
"Of course not, when you're going just for a rest. What makes you think they are?"

"Because, when I called up the hospital, a voice said, 'Operator'."—*Baltimore American*.

EXTENSIVE newspaper and magazine space is being used to acquaint the public with the fact that Eckman's Alternative is now offered in two sizes—a trial size retailing at one dollar a bottle and a large-size package selling for two dollars. The prices to druggists are \$8.00 a dozen and \$16.00 a dozen, respectively.

Druggists may secure attractive advertising literature, free of charge, by addressing the Eckman Mfg. Co., Philadelphia, Pa.

Which share do you want?
This → or ← That?



Each pound package contains 10 lithographed labels for pints and 10 labels for 8-oz. bottles—FREE.

If you are now selling prepared Milk of Magnesia, you can make about four times your present profit by making your own with

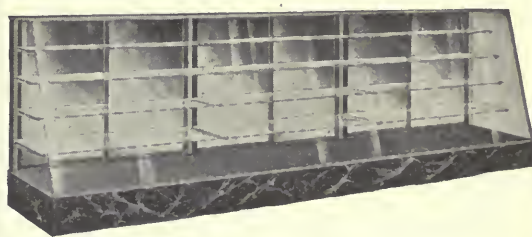
MATTISON'S "MAGMA" MAGNESIA (CALCINED)

and while quadrupling your profits, you sell your customers the finest Milk of Magnesia it is possible to produce. No trouble either. Just add 15 fluid ounces of pure water to 480 grains of Mattison's "Magma" Magnesia (Calcined) and you have the best Milk of Magnesia you ever sold. The cost is about 6¢ when you buy by the pound, the rest of the price is your profit. Order a pound to-day—through your jobber. Or send 10¢ for sample sufficient to make a pint. Get started NOW—Mattison's "Magma" Magnesia (Calcined) means big profits for you.

Keasbey & Mattison Company,
Ambler, Pa., U. S. A.

ALL PLATE GLASS CASES

"The Case You'll Eventually Buy"

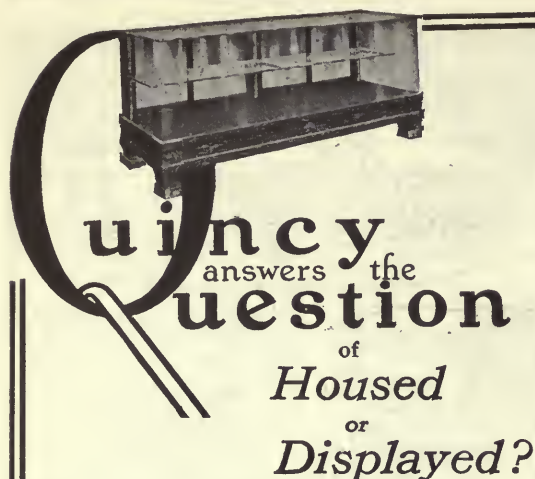


Has your merchandise that power of attraction that is so easily gained through use of all plate glass show cases?

We specialize in building all plate glass cases of every description. Write for our catalogue and prices, they'll interest you.

We Manufacture Complete Store Equipment.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.



If your goods are stored in old style wood cases, they are *Housed*

Turn-overs soon become left-overs

Quincy Cases
offer the maximum
Display

Write for Catalog 22
It tells the reason why

**Quincy Show
Case Works**
Quincy, Illinois



POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF
**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

All leading jobbers stock Benger's Food.

If your jobber is out of stock, please
write our distributors as below.

Benger's is the one food which combines the natural digestive principles. It is *quite* different from any other food obtainable.

BENGER'S
Food Reg. U.S. Pat. Off.

*For Infants, Invalids,
and Aged Persons*

*is regularly advertised to the
U.S. Medical Profession.*

*Druggists' sample, with literature, mailed free.
Showcards and advertising material on application to
BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.*

79 U.S.

For providing cats with beneficial exercise during the winter months Dr. Daniels' Catnip Ball is particularly suitable.

The exerciser consists of a round perforated ball enclosing a quantity of catnip. A cat or kitten in endeavoring to get at the enclosed catnip propels the ball around the room and in that manner secures much-needed exercise.

Catnip Balls come packed in attractive cartons and meet with ready sales if displayed where cat owners can see them. Trade prices may be obtained from Dr. A. C. Daniels, Inc., Boston, Mass.

"I FIND lady customers very hard to please."

"I can't say that. My goods seem to give eminent satisfaction."

"What line?"

"Mirrors."—*Kansas City Journal.*

In addition to the worth-while margin of profit possible, the bottlers of Pluto Water offer real advertising coöperation as an incentive for druggists to push the sale of the product.

Pluto Water is given nation-wide publicity as an efficient aperient and physic. The buying public is directed in every instance to those stores which display Pluto signs.

To enable druggists to link up with the national

NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

advertising, window displays and other material are furnished free of charge. Details of the attractive sales-promoting plans and particulars of special quantity-lot discounts will be forwarded upon request to the French Lick Springs Hotel Co., French Lick, Indiana.

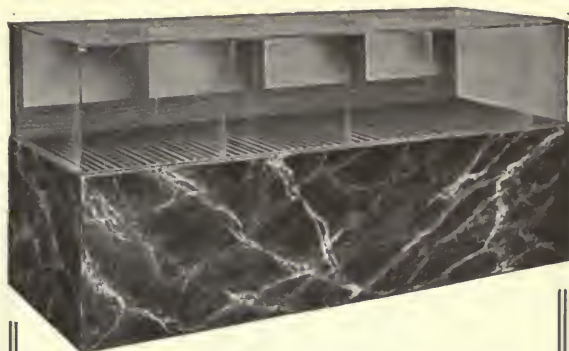
HOSTESS (to departing guest): "Must you go so early, Mr. Blank?"

Blank: "I'm very sorry that I must leave, Mrs. Park; the fact is, not expecting to have such a pleasant time this evening, I made another engagement."—*Boston Transcript.*

A SURE-FIRE "running mate" article to show buyers of sore foot preparations—Perfection Air Cell Arch Cushions.

Perfection Cushions contain no metal but are flexible, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by affording easy support. They are made of the finest quality of leather, with a pneumatic cushion back which produces a comfortable springy feeling and at the same time perfectly ventilates the shoe.

Perfection Cushions retail at the popular price of 50 cents a pair and allow the druggist a liberal profit, particulars of which may be obtained by writing to the Elastic Tip Company, 370 Atlantic Ave., Boston, Mass.



Increasing Sales and Profits.

NEW WAY store equipment is overcoming the problems—and *increasing sales and profits* for hundreds of modern drug stores—and it will do the same for you.

The line is completely and interestingly covered in our new catalogue "D"—which is now ready. Send for your copy to-day.

GRAND RAPIDS SHOW CASE CO.

Largest Manufacturers of Store Furniture in the World.

GRAND RAPIDS, MICHIGAN.

Branch Factory: LUTKE MFG. CO., Portland, Ore.

OFFICES AND SHOW ROOMS:

NEW YORK, 724 Broadway.	CHICAGO, 316-18 W. Jackson Blvd.	ST. PAUL, 315 Jackson St.
ST. LOUIS, 1134 Washington Ave.	PITTSBURGH, 928 Penn Ave.	DALLAS, 409 Scollard Bldg.
BOSTON, Room 305 Harvey Building, Corner Chauncey and Bedford Sts. Boston, Mass.		

(Made in U. S. A.)

LOVE'S FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

**IN 5-POUND BOTTLES
12 Bottles to the Case**

Advertising Matter Included.

Supplied through the Jobber
in convenient quantities.

F. S. Love Manufacturing Co.
Confectioners,
JOHNSTOWN, PA.



ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

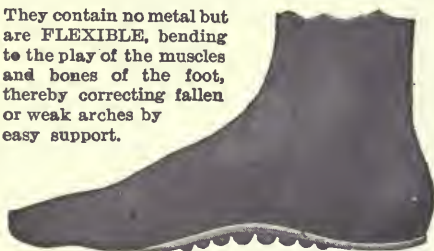
Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are **FLEXIBLE**, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY
370 ATLANTIC AVE., - BOSTON, MASS.

"Line-of-Vision" Cases

YOU must display *small* articles (tooth-brushes, combs, nail-files, etc.) at *exactly* the right distance, to make the most sales.

YESBERA
TOLEDO

OUR special "line-of-vision" cases give you the best display—protect you from "light fingers"—and keep your stock in the best possible condition. Made hundreds at a time—and sold at a surprisingly low price. Full information in our catalogue.

THE YESBERA MFG. CO., 2278 Albion St., TOLEDO, O.



FITTING any size or shape of store, and built of handsome, durable material, Benderscheid "Victor" and "Olympic" sectional drug outfits are offered at prices of from 10 to 20 per cent lower than those charged for similar outfits made to order.

The material and workmanship entering into the outfits are claimed to be of the very highest. All doors are dust-tight and operate on steel track and ball-bearing rollers. There are no strips, springs or catches to get out of order or detract from the appearance of the fixtures.

"Victor" and "Olympic" sectional outfits are carried in stock for immediate shipment and they may be ordered through all jobbers.

Any jobber or the Benderscheid Mfg. Co., 2800-2826 N. 9th Street, St. Louis, Mo., will send an illustrated catalogue upon request. Just ask for catalogue No. 14. It contains specifications and all particulars.

"Wot's yer name?"

"James Lowell Tennyson Browning Smythe."

"Well, I kin lick th' whole uv ye."—*Life*.

A RENT-PAYING SHOW-CARD SERVICE.—To place the small druggist on an equal footing with the biggest and most exclusive department, drug and other stores is the object of the new window trimmer show-card service offered by the M. P. Gould Company. By

Ask Your
Jobber for
Prescription



CORKS



MANUFACTURED
BY
R. W. McCready
Cork Company,
CHICAGO, ILL.

means of the service the Gould Company claims that any druggist can produce window displays that will compare favorably with the work of high-salaried, expert window trimmers.

The service consists of effective and attractive show-cards designed to create sales of the merchandise displayed. The display parts to be used in conjunction with the cards are metal and plate glass—thick, heavy plate glass and beautifully nicked metal parts.

All parts are adjustable and no tools are required to make the different window arrangements. Scores upon scores of different trims are possible with the outfit.

To obtain information, prices and terms concerning the service simply fill out and mail the coupon attached to the ad, elsewhere in this issue, of the M. P. Gould Company, 120 West 32d Street, New York City.

SINCE 1846 Hanford's Balsam of Myrrh has occupied a prominent place in family medicine chests. Persistent advertising, long continued, has brought it into favor with many people as an antiseptic, cleansing and healing application for cuts, wounds, burns, strains, sprains, and bruises.

"Hanford's" comes in 3 popular sizes—25 cents, 50 cents, and one dollar—and is furnished to the trade by all jobbers and by the G. C. Hanford Mfg. Co., Syracuse, New York.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.



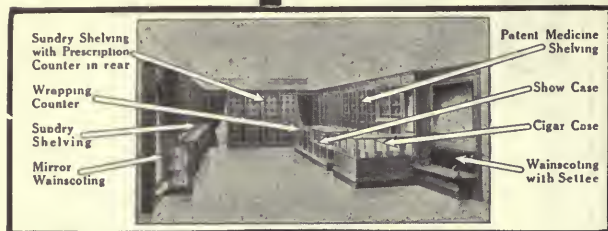
Publicity Pulls Patronage

Every day hundreds of people in the locality of your store are seeing PLUTO advertising; they're hearing about PLUTO WATER from their friends, and their physicians are recommending its use. Get busy! Link up with this publicity and see how easy it is to increase your patronage, and incidentally, your profits. Order a stock of PLUTO WATER, place our attractive display in your windows—and watch your sales take a jump.

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana

Save On Your Fixtures



by installing a Benderscheid "Victor" or "Olympic" Sectional Drug Outfit. They fit any size or shape of store, are handsome, durable—and cost 10% to 20% less than similar made-to-order outfits.

Examine the accompanying cut of an actual photograph. See what a handsome store a sectional outfit can produce. Then remember—the material and workmanship are the very highest. All doors are dust-tight and operate on steel track and ball-bearing rollers. No strips, springs or catches.

"Victor" and "Olympic" Sectional Outfits are carried in stock, ready for instant shipment. Settees, Wainscoting and Pier Mirrors, such as shown in illustration, are made to order. We sell through Jobbers.

Write your favorite Jobber for our 80-page illustrated catalog No. 14. It contains specifications and all particulars.

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

Benderscheid Mfg. Co.,

2800-2826 N. 9th St.,

St. Louis, Mo.

You can depend on Merck's



ROBERTSON'S FRUIT TABLETS

Keep indefinitely, but SELL so readily after once tried that their keeping qualities are rarely tested.

There's a lot more to the cost of genuine fruit tablets than the mere price per pound.

ROBERTSON CANDY CO.

ROBERTSON-BRADSHAW CO.

NEW YORK CITY.

Antiseptic Cleansing and Healing

It can be lightly applied to open cuts and wounds, and to cool burns, and well rubbed in for sprains, strains and bruises.

Made and Used Since '46

One of the oldest prescriptions on the market, having been compounded for probably at least a century.

All Jobbers or from
G. C. HANFORD MFG. CO.
Syracuse, N. Y.



THIS is the season of the year when you should give special attention to the matter of effective store lighting. People are like moths in that they are instinctively drawn to bright and attractive places.

In considering the lighting problem make it a point to write to the Sun Light Company, 1611 Market Street, Canton, Ohio, for particulars about the Sun Semi-Indirect Gasoline Light and their hollow wire system.

This company also sells new fixtures for direct lighting and styles for gas and electricity. Send for a copy of the "Sun" Light Book. The company makes liberal terms to agents, and you may be able to handle the line to excellent advantage in your community.

IF YOU WOULD EARN MORE, YOU MUST LEARN MORE.

Retailers, wholesalers and chemical laboratories are constantly looking for bright men to add to their pay roll. These positions are open from the Atlantic to the Pacific. If you would secure one of them in the pharmaceutical line, it is necessary for you to have a pharmaceutical education. The course offered by THE PRACTICAL DRUGGIST INSTITUTE is one you take at your home. You do not give up work, as the entire time on the course can be done at night.

This Institute has been established for more than eighteen years, and has graduated students in every state in the Union and a number of foreign countries. If you intend taking the State Board examinations, our course is the best quia offered.

A sample lesson and full particulars sent on request at no expense to you.

Address THE PRACTICAL DRUGGIST INSTITUTE,
53 Gold Street, New York.

SAPLEIGH: "I like a girl who can take a joke."

Miss Keen: "Then you stand a splendid chance of being accepted."—*Boston Transcript*.

"BOARD QUESTIONS ANSWERED" is a book that will prove invaluable to every candidate who desires to "freshen up" his pharmaceutical knowledge before taking the board-of-pharmacy examination.

Complete sets of examination papers actually used by the boards of pharmacy in the leading States are printed, and answers to all questions are given with care and thoroughness. Every one of the examination papers is complete in itself. Every last question asked



Are You Saving Your Waste Paper?

The U. S. Department of Commerce urges everybody to save every pound of waste paper.

Never in the history of this country has there been such a shortage of waste paper as at the present time.

Never before have the paper mills paid such enormous prices as now.

With prices ranging from \$13.50 to \$90.00 per ton, a paper baler becomes a necessity in every place of business.

Let us tell you all about our Domestic baler at \$10.50 and our Gem baler at \$13.50 by sending for catalogue No. 42.

Over 50,000 in daily use in the U. S. and Foreign Countries.

THE GEM MFG. CO., Bascom, Seneca Co., Ohio.

DIGALEN

**PANTOPON
THIGENOL**

**THIOLCOL Tablets, Syrup
SCOPOLAMINE STABLE**

freely available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works,

NEW YORK.



by the board on the occasion represented is printed and answered. Not even catch questions have been dodged.

Whether you are a graduate in pharmacy, or whether you have studied the subject at home, "Board Questions Answered" will be of the utmost help to you. It will refresh your memory of a thousand and one things and give you an idea of the type and class of questions asked by the various boards.

"Board Questions Answered" is offered at the price of \$1.50, post-paid, by E. G. Swift, P. O. Box 484, Detroit, Mich.

MECHANIC: "I've gone over that car o' Smith's pretty careful, but I can't find nothin' the matter with it."

Garage Owner: "Ye can't eh? What do ye s'pose I hired ye for?"—*Judge.*

"The reputation of the druggist, the satisfaction of the physician, and the welfare of the patient require that chemicals used in dispensing should conform to the highest standards for purity."

For the foregoing reasons the Mallinckrodt Chemical Works, of St. Louis and New York, advises druggists to specify "M. C. W." when ordering chemicals for the prescription department. "M. C. W." prescription chemicals are guaranteed to be of the highest purity.

RIPANS

For Indigestion, Constipation and to regulate the Stomach and Bowels. Ten millions of Ripans Tabules have been sold in a single month.

ORDER OF YOUR JOBBER

Ripans Tabules, 5c.....doz. \$0.40
25c. (choc.-coat.).....doz. 2.00
60c. (family).....doz. 4.80

Gross lots 5c. size, or \$6 lots assorted,
5 per cent. discount.



THE RIPANS CHEMICAL COMPANY,

No. 10 Spruce St., New York.

YOUR NET PROFIT \$31.00



Investment \$27.00
Write for Special Offer on Holiday Perfumes and Toilet Waters. Attractive and the latest design in boxes and bottles.

THE BALDWIN PERFUMERY CO., CHICAGO.



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do **Rapid, Clean-Cut Lettering** with our Improved Lettering Pens. **Practical Lettering Outfit** consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card

(in colors), complete instructions, figures and alphabets prepared at the special introductory price of \$1.00. **DRUGGISTS' AND DISPENSERS' PRACTICAL SHOW CARD INSTRUCTOR.**—This book is 6x9½ in size and contains 144 pages. It is a practical treatise on Pen and Brush lettering, illustrating a large variety of practical Alphabets, Price Tickets, and Lettered Show Cards especially adapted to the Drug Trade, Prepaid \$1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC LETTERING PEN COMPANY, DEPARTMENT R, PONTIAC, MICHIGAN, U. S. A.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York



POND'S EXTRACT COMPANY'S

"VANISHING CREAM"

THE BEST toilet cream on the market and the best one for the dealer to handle

Write for particulars of our \$4.00 Special Case **NETTING 75 PER CENT PROFIT**

LAMONT, CORLISS & COMPANY, Selling Agents
Dept. S. 131 Hudson Street, New York City.

HIGGINS'



Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mrs.

Branches: Chicago, London.

271 Ninth Street,

Brooklyn, N. Y.

THE BARNSTEAD STILL

MAKES CHEMICALLY
PURE WATER.



THE DRUGGIST'S STILL

Capacity One Gallon per Hour
Nickel-plated, - - - - - \$28.00

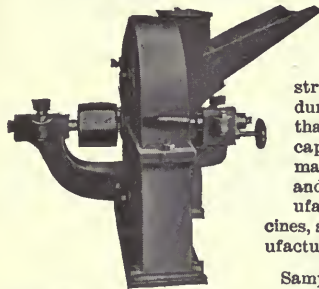
THE DRUGGIST JUNIOR

Capacity One-half Gallon
Copper finish - - - - - \$17.00
Nickel finish - - - - - \$18.00

WRITE FOR INFORMATION

BARNSTEAD WATER STILL CO. 51 CHARDON ST. BOSTON, MASS.

DRUG MILLS



Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

Front View No. 1 MEAD MILL
(smallest size)

MEAD & CO., 20th St. and M. C. R. R.
DETROIT, MICH.

Catnip Ball For Sale
Everywhere.



Trade Mark
Pat. Reg. U.S. Pat. Off.

AMUSING
and an Exerciser.

A Toy for Cats, in a box of Catnip, beneficial to the health of any cat or kitten. Cats can't let it alone. Will last for years. On sale at most Drug, Bird or Toy Counters.

DR. A. C. DANIELS, Inc., Boston, Mass.

Manufacturers of Horse, Dog and Cat Remedies.

ESTABLISHED 1857 THE "WALKEASY" ARTIFICIAL LEG



MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED

GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

An ideal drug-store "side-line" is something that not only pays a good profit but which is also in constant demand everywhere.

Bibles and dictionaries constitute such a line and are therefore worth the careful consideration of every druggist who is on the alert for good sources of additional revenue.

Not only are Bibles and dictionaries a profitable and quick-selling line, but it must be remembered that they are necessities for which there is a *permanent and steady* demand. They don't grow old or go out of date, nor do they deteriorate. A stock is always salable all the time and in all places.

The largest book and Bible publisher in America is The John C. Winston Company, 1007 Winston Build-



Paying Side-Lines for Druggists

A line of color paint boxes for amateurs and professionals. All grades—all prices drawing instruments. Boards, "T" Squares. Sets for Mechanical Drawing. Waterproof Drawing Ink.

F. WEBER & CO., Main Office and Factory, **PHILADELPHIA, PA.**

Manufacturers—Importers, Artists' Materials, Drawing and School Supplies.

BRANCHES: St. Louis, Mo., Baltimore, Md.

Catalogue on Request.



THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for the customer—no more sticky and slimy checks. Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y.

THE LOCK-STUB CHECK COMPANY.

22 Quincy St., Chicago.

POPULAR FOR NEARLY A CENTURY

PLANTEN'S (TRADE MARK)
C. & C OR BLACK CAPSULES

REGISTERED IN U. S. PATENT OFFICE.

AN OLD CELEBRATED REMEDY FOR MEN

BEWARE OF COLORABLE IMITATIONS.

U. S. Court of Appeals recently sustained our rights to the exclusive use the trade marks C & C and C & C or BLACK.

H. PLANTEN & SON (Founded 1836)

BROOKLYN, N. Y.

DOES NOT ANTAGONIZE
NATURE

ALKALOL

8-oz. \$4.00 per Doz.

16-oz. \$6.75 " "

ALKALOL COMPANY, - Taunton, Mass.



OINTMENT MILLS FOR HAND AND POWER.

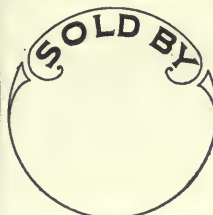
A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

SEALS



Put them on packages you sell and on the preparations you make. They are attractive and distinctive, making excellent advertising. Useful and convenient in sealing many packages. We design them to suit your business and the prices are low.

WRITE FOR SAMPLES AND PRICES.

HERBERT H. JACOBUS & SON

CEDAR GROVE, N. J.

ing, Philadelphia, and the company has a very interesting announcement elsewhere in this issue. This firm publishes the well known International Bibles and Universal Dictionaries.

This is an especially favorable time to begin handling these books, particularly on account of the beginning of the school season and the appropriateness of Bibles for Christmas gifts. Write to The John C. Winston Company for catalogues.

JOHN M. GALBREATH has recently become sole owner of the Round Corner Drug Store, at Greenfield, Ohio, having purchased the interest of H. C. Cristopher, who conducted the store for the past 17 years.

Ziratul

\$2.00 \$4.00 \$8.00 Per Doz.

Sal Hepatica

\$2.00 \$4.00 \$8.00 Per Doz.

Gastrogen Tablets

\$4.00 \$24.00 Per Doz.

All Jobbers

BRISTOL-MYERS CO.

NEW YORK



THERE IS ONE DRUGGIST

in each town and city throughout the country who is anxious to go ahead of his competitors. He is wide awake enough to know the advantages of good advertising, and he will make every reasonable effort to secure it. Our aim is to find such a druggist in your community and help him grow. If you are **THE MAN**—mail the coupon at the bottom of this page without delay.

THE MANNING ADVERTISING SERVICE

BUILDS SECURELY FOR THE RETAIL DRUGGIST

The Manning Service is issued monthly in printed form and contains copy for every kind of advertising which the busy druggist is apt to need—

Newspaper Ads, Booklets, Circulars, Circular Letters, Letters to Physicians, Folders, Mailing Cards, Counter Slips, Signs, Parcel Post Ads, Own Remedy Ads, Illustrated Window Displays, and Picture Slide Advertising.

We also take up each month distinct phases of Business Building, Special Plans, Schemes, Etc.

An Exclusive Advertising Service—\$1.50 a Month.

The Manning Advertising Service is supplied Exclusively to one Druggist in a locality, and as all material in the Service is copyrighted there is no chance of work prepared by us being duplicated by your competitors.

The low price of One Dollar and Fifty Cents a month is made possible because we furnish the same Service to thousands of druggists in different localities.

If you were to employ the services of an experienced advertising writer to write especially for you all of the advertising copy included in the Monthly Service it would cost you not less than \$60.00 a month.

Be original—be a leader in your community. Use up-to-date advertising. You have the opportunity of securing the Exclusive Use of the Manning Service for your locality if you act NOW.

ASK ABOUT THE MANNING SHOW CARD SERVICE.

TEAR OFF HERE AND MAIL TO-DAY

SPECIAL OFFER ORDER.

13 Months' Service \$18.00

Manning Advertising Service,
St. Louis, Missouri.

Date.....

If you have no client in this locality, please enter ^{my} _{our} order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for ONE YEAR and thereafter until notified to discontinue.

A condition of this order is that ^{I am} _{we are} to receive the November, 1916, issue of the Service FREE. For this Advertising Service I we agree to pay you at the rate of One Dollar and Fifty Cents (\$1.50) a month, payable quarterly from December First, 1916.

NAME

STREET

TOWN

STATE

NOTE: Discount for Advance Payments—5% for 6 Mos.—10% for 12 Mos.

THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

GLADYS ZELL, the mischievous little soubrette of the Montgomery & Stone roll of honor, is made the "star" of this anecdote by William Raymond Sill, the solemn-visaged but sly-chuckling press agent of the "show."

Miss Zell lately had an afternoon off in New York, between rehearsals, and attended a performance of Ziegfeld's "Follies." When she appeared at the box office she addressed herself to Manager Edward Rosenbaum:

"I am Gladys Zell."

"Indeed!" Mr. Rosenbaum replied, with a slight elevation of his eye-brows; "what makes you so happy?"—*Detroit Free Press.*

THE attention of buyers is directed to Chas. Pfizer & Co.'s Citric Acid, Crystals, Powdered and Granulated, all strictly U. S. P.

Their Crystals are exceptionally white and clear and their Powdered article has gained an enviable reputation for uniformity of dryness and whiteness, which characteristics are very important where a Powdered Citric Acid is desired.—*Adv.*

"You can't tell; that boy of Todd's may be a congressman some day."

"Indeed! Why, I thought he seemed quite bright."—*Life.*

SAPLEIGH: "I hope, Miss Ethel, I am not taking up too much of your valuable time."

Miss Ethel: "Oh, I assure you, Mr. Sapleigh, that the time I spend with you is of no value whatever."—*Boston Transcript.*

STUDENTS' HANDBOOK OF PHARMACY will help you pass the examination. Send 50 cents and get this book: pharmacy, materia medica, chemistry, questions and answers. Marvin E. Pate, Dept. H, Madisonville, Ky.—*Adv.*

Cultivate Customers



by *always* handing them the *genuine*, tried-and-proven article—such as

Antiphlogistine
TRADE MARK

thus habituating them in the thought that they can *always* depend on "their" druggist for absolute commercial and scientific reliability. *Cultivate customers on the basis of Confidence.*

5% on orders of \$12.00

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.

NEW YORK, U. S. A.

PEROXIDE-
-Soap
-Cream
-Dentifrices

a Bluff?

NO! not if

the proper Per-Salt
is incorporated.

Ask

The R. & H. Chemical Co.

100 William Street,

NEW YORK.

Y & S STICK LICORICE

Put up in
5c
Boxes

A
Dust-Proof
and
Sanitary
Package



ACME PELLETS
and LOZENGES
in 5-lb
Glass-front Tins

Y & S WAFERS
in 5c Bags

Powdered Extract
and Licorice Root

Bundled Licorice Root

Everything in Licorice
for the Druggist

NATIONAL LICORICE COMPANY

BROOKLYN, N. Y.

WHERE TO SELL WASTE PAPER.—Druggists who have accumulated quantities of waste paper, worth from \$13.50 to \$90 a ton, will be interested to learn where they may dispose of the paper to the best advantage.

A list of several hundred paper mills in the United States that use baled, mixed waste paper may be obtained from the Gem Mfg. Co., Bascom, Seneca county, Ohio, manufacturers of paper balers for use in stores and wholesale establishments.

A copy of the list will be sent free of charge to any one who writes to the Gem Mfg. Co., and encloses a stamped and addressed envelope.

"You shouldn't lose your temper and say harsh things in debate."

"I'm not losing my temper," replied Senator Sorghum. "A man who loses his temper is at a disadvantage. I'm saying the harsh things so as to persuade the other fellow to lose his."—*Washington Star*.

For stimulating business during the holiday season many druggists are planning to give gold fish aquariums with every purchase of one dollar or more. By taking advantage of the special gold fish offers made by J. J. Wade & Company, Toledo, Ohio, the expense of the plan is very slight as practically the entire cost of the gifts is returned from the sale of the packages of food necessary for the sustenance of the fish.

Wade's Combination E consists of 144 24-ounce fish

globes, 288 medium-size gold fish and 144 ten-cent boxes of fish food. The cost of the combination is only \$19.60, \$14.40 of which is returned from the sale of the fish food.

Particulars of other reasonably-priced combinations will be found in the ad of J. J. Wade & Co., which appears elsewhere in this issue.

"I INTEND to give my wife fifty dollars for Christmas."

"Go ahead. He gives twice who gives quickly."

"Oh, you can't fool her that way. She won't think it's a hundred."—*Judge*.

HERE are a few of the ways in which the Standard Oil Company of Indiana is helping druggists to promote the sale of Stanolind Liquid Paraffin:

1. The company is conducting an extensive advertising campaign in national magazines and in newspapers in all parts of the country.

2. Stanolind literature imprinted with the druggist's name is furnished for free distribution to customers.

3. Window display cards, empty cartons, etc., are supplied to help druggists arrange attractive Stanolind windows.

A request addressed to the Standard Oil Company, 72 W. Adams Street, Chicago, Ill., will secure, free of charge, a supply of the imprinted literature and a complete Stanolind window trim for your store.

Are You Prepared?

Hundreds, thousands of women are freshening up their house gowns right now by using

Diamond Dyes

Their demand is growing daily—are you ready? Have you a big enough stock on hand?

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

FOUGERA'S TEAM WINS CUP.—The baseball team of E. Fougera & Co. Inc. was recently awarded the championship of the Drug and Chemical League, of New York City, having won sixteen out of nineteen games played.

The Fougera boys have played high-class baseball



The pennant-winning Fougera team.

all season, and in their last game against the team of E. R. Squibb & Son, which was lost by the close score of 1 to 0, they pulled off three double plays and a double steal, only making one error.

Fougera's star twirler, Ray Ferdon, has done some

excellent pitching; in the Liggett game he struck out twenty-four men after recovering from a blow on the head from a pitched ball which rendered him unconscious.

The make-up of the team is as follows:

Pitchers, Ray Ferdon, Lawrence Pierro; catchers, George Frosch, John Richardson; infielders, Joe McNally, John Powers, Fred Feeley, Hubert Magee; outfielders, A. E. Anderson, Charles Koch, William Parentini, George Tripard.

The Drug and Chemical League is composed of the following teams: E. Fougera & Co., Inc., E. R. Squibb & Son, Liggett-Riker-Hegeman Co., Roessler & Hasslacher Co., National Aniline & Chemical Co., Bristol-Myers Co., Lehn & Fink, Corn Products Refining Co. It is understood that next season will see the entry of Colgate & Co. and The National Lead Co. into the league.

HER DAD: "So you want to marry my daughter. I like your nerve"

Suitor: "Well, sir, you ought to. I spent a whole lot of time working it up."—*Boston Transcript*.

To INDICATE the care used in compounding—Trefoil prescription corks.

Trefoil corks are manufactured by the R. W. McCready Cork Company, Chicago, Ill., and may be obtained from jobbers anywhere.

WE ARE SPECIALISTS

Two thousand years ago a great Roman said "Timeo hominem unius libri." "I fear the man of one book."

We are not manufacturing chemists; we are not makers of pharmaceuticals.

For ten years we have concentrated all our scientific energies on one object, the bacillus Bulgaricus.

For ten years; every day and all day long.

For ten years we have worked under the direct scientific guidance and control of Professor Metchnikoff.

For ten years we have been held directly responsible to Professor Metchnikoff, himself, for the scientific integrity and excellence of our products.

For the next ten years and forever we will hold ourselves responsible to his memory. We can be compared to our microscopes. Their field of vision is small, but they throw a powerful light upon it.

If you want to deliver that which is nearest to scientific perfection in bacillus Bulgaricus Products, handle the Metchnikoff Products of the

FRANCO AMERICAN FERMENT CO., 225 & 227 Sixth Avenue,
NEW YORK CITY.

BECAUSE of the wide-spread use of Warner's Safe Remedies, and the consequent need for druggists to stock them in sizable amounts, the manufacturers offer special discounts applying to quantity purchases.

Purchasers of \$24 lots are entitled to a discount of 3 per cent, while those buying \$48 quantities receive an allowance of 5 per cent.

Jobbers everywhere sell Warner's Safe Remedies and will allow the extra discounts on quantity purchases

"HE SWITCHED the form if not the substance of the question."

"I don't get you."

"He asked me if I found the heat sufficient and satisfactory or would I object if it should become even more excessive?"—*Detroit Free Press.*

PINEX sales are guaranteed. If, as it rarely happens, a customer is dissatisfied with the results Pinex produces, the druggist is authorized to refund the purchase price in full. The druggist, in turn, will be reimbursed the complete amount by the manufacturers, the Pinex Company of Fort Wayne, Ind.

The company announces that stronger and more advertising than ever before will be used this season and advises all druggists who have not a sufficient stock on hand to order more at once. Pinex orders may be sent to any jobber.

WRITING "Fritzsche Brothers" on orders for essential oils is a sure means of getting products that are guaranteed both as to quality and purity.

"Fritzsche Brothers" essential oils will be supplied upon specification by all wholesalers, or they can be obtained by addressing the firm of Fritzsche Brothers, New York City.

WAYWARD SON: "But, dad, you should make allowance for the follies of youth."

Father: "Huh! If it wasn't for the allowance you get, there'd be less folly."—*Boston Transcript.*

IN response to numerous inquiries, the BULLETIN OF PHARMACY wishes to announce that the store illustrated in the September page advertisement of the Wilmarth Show Case Company was that of the Fisher Drug Co., Helena, Mont.—which goes to show that the "wild and woolly" may be quite as close up to the last tick of the clock in equipment and arrangement as any other section of the United States.

This slant-front drug store has attracted more attention than any other drug store interior illustrated in a long while. Slant-front wall cases and slant-front center cases have been used in a good many stores equipped by the Wilmarth Show Case Co., but to use them exclusively for both center and wall is a comparative novelty. That they are most striking and effective, however, the illustration of the Fisher Drug Co.'s interior proves.



The McCourt Label Cabinet

Reduces Chaos to Order

We have 10,000 boosters—10,000 druggists who adopted the McCourt System and are enthusiastic about its results.

The McCourt Roll Labels in conjunction with the McCourt Label Cabinet have actually revolutionized the Drug Label Business.

McCourt Roll Label Cabinets are made in all sizes—for a few stock labels—or the very largest assortment. Each compartment holds a Roll of 500 McCourt Labels—alphabetically indexed. In an instant your forefinger and thumb have hold of the one label you want—a turn of the wrist, and your label is neatly cut from the roll—gummed—ready to stick on bottle or box. And the rest of the labels are kept clean—away from dirt and moisture.

Look at the illustration—it shows you how simple it is—how quick it works. Just compare this with the nuisance of any flat label drawer—loss of time—many trying annoyances.

SPECIAL OFFER

To registered druggists who are not familiar with the superiority of Roll Labels, we will send a roll of 500 blank shop labels with convenient cardboard cabinet for 20c in stamps (to cover handling and mailing).

INVESTIGATE

Send for completely illustrated Cabinet Catalog and Label Book. They will show you the ONLY WAY to rid yourself absolutely of all flat label disadvantages. Write for these books at once.

BOTH BOOKS ARE FREE.

Ask us also about our pill and powder box service—and how it will save you real money.

McCOURT LABEL CABINET CO., H. H. BLACK, President. 47 Bennett Street, BRADFORD, PA.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

of the BULLETIN OF PHARMACY, published monthly at Detroit, Michigan, for October 1st, 1916.

STATE OF MICHIGAN, } ss.
COUNTY OF WAYNE, }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Harry Skillman, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the BULLETIN OF PHARMACY, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, E. G. Swift.....Detroit, Mich.
Editor, Harry B. Mason.....Detroit, Mich.
Managing Editor, Harry B. Mason..Detroit, Mich.
Business Manager, Harry Skillman.Detroit, Mich.

2. That the owners are:

Parke, Davis & Co., a Michigan corporation, which owns the physical property, the stockholders holding one per cent or more of the total amount of stock being:

Bewick Company (Mrs. Bewick,
Mrs. Staley, Mrs. Hall).....Detroit, Mich.
J. Elizabeth Buhl.....Detroit, Mich.
Willis E. Buhl Estate.....Detroit, Mich.
Arthur H. Buhl.....Detroit, Mich.
Lawrence DeLong Buhl.....Detroit, Mich.
Charles L. Freer.....Detroit, Mich.

W. B. Kaufman.....New York City.
Arthur McGraw.....Detroit, Mich.
Mrs. Katherine McGregor.....Detroit, Mich.
Frank G. Ryan.....Detroit, Mich.
Elizabeth Warren Sheldon.....Detroit, Mich.
Charles Stinchfield.....Detroit, Mich.
E. G. Swift.....Detroit, Mich.
Hervey E. Wetzel.....Boston, Mass.
David C. Whitney.....Detroit, Mich.
David C. Whitney, Trustee (Mrs.
Hoff, Mrs. McGregor, Mrs.
Douglas).....Detroit, Mich.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

HARRY SKILLMAN, Business Manager.

Sworn to and subscribed before me this 26th day of September, 1916.

ROBERT S. HOTCHKISS.

[SEAL.]

(My commission expires May 21st, 1920.)

Liquid Petrolatum, Squibb

(Heavy Californian)

is a pure, colorless, odorless and tasteless

MINERAL OIL

consisting of hydrocarbons of the naphthene series and exceeding the requirements of the U. S. P. and B. P.

It has the very high specific gravity of

0.886 to 0.892 at 15° C.

0.881 to 0.887 at 25° C.

also an exceptionally HIGH NATURAL VISCOSITY, which is of paramount importance because true viscosity is the chief index of lubricating power.

It is sold only in one-pint bottles under the Squibb label and guaranty.

For further particulars address

E. R. SQUIBB & SONS

- - -

New York

"THEN the doctor you called in thought there was nothing at all in that attack of yours?"

"Not exactly. He thought there was about \$25 in it for him."—*Baltimore American*.

• FOUNTAIN PEN RETIRED ON PENSION.—President H. E. Fisher, of The Conklin Pen Mfg. Co., was first to honor a fountain pen by retiring it on a pension.

Some weeks ago, C. B. Morse, of the Bartlett-Orr Printing Company, New York City, was in Toledo on a business trip. He took the opportunity to call on the Conklin people, intending to purchase one of the pens with the "Crescent-Filler" for a friend. While talking with the man in charge of the service station, Mr. Morse drew from his pocket an old Conklin which he said was purchased by him fifteen years ago and used constantly ever since without even a new point. "The pen is still a mighty good one," said Mr. Morse, "and I use it right along in my business."

The interested salesman called President Fisher to the scene. Mr. Fisher immediately declared that the old pen had earned a rest, and added that he would like to "retire it on a pension." The owner being willing, Mr. Fisher took charge of the old pen and replaced it with one of the new and up-to-date models.

Although Mr. Morse was very much pleased with the new Conklin, he was sorry to see the old one make its departure. He told of its constant companionship in business and in pleasure—from the days when he was

a reporter on a New York newspaper, through his career as manager of an advertising department, and in his present business connection. Later he confided that



President H. E. Fisher, of the Conklin Pen Mfg. Co., and the honored pen.

it was with this implement he poured out his heart to the "best woman on earth." His tender epistles went forth at least once per day for a couple of years—and



Write To-day To

AMBROSIA CHOCOLATE CO., 331-337 Fifth St., Milwaukee, Wis.

Wholesale Chocolate Manufacturers.

they were no short affairs either. This, he contends, is a sufficient test for any pen.

An examination showed the old Conklin to be in excellent condition in every respect. Even the rubber reservoir was practically as good as it was fifteen years ago.

Mr. Morse finally waived aside the romantic end of the pen's history and agreed with Mr. Fisher that in view of its continuous faithful service during all these years, it was well deserving of retirement on a pension. So it came to pass that a blue ribbon was tied about the old writing instrument, and now its sole occupation is to repose quietly and restfully in a glass case—save when it is brought forth for exhibition purposes—never again to be required to do a day's work.

"SCIENTISTS are now generally agreed that drunkenness is a disease, and that the man who drinks should be treated by a physician."

"Oh, well, most men who drink don't care who treats them."—*Tit-Bits.*

THE woman who uses a high-grade toilet cream, and who opens and closes the jar many times before its contents are completely consumed, naturally prefers a jar cap that can be easily removed and replaced.

Such a woman will appreciate—and buy—reliable preparations sealed with Upressit caps.

A Upressit jar cap is exceedingly simple in opera-

tion. A slight pressure on the center of the cap instantly releases it; a similar pressure on the outer edge effectually closes the jar and protects its contents. The cap is simple, handsome and sanitary, cannot work loose, and always makes an effective seal.

Upressit caps come in stock sizes of from one to three inches in diameter and will add appreciably to the selling value of all toilet creams, ointments and similar preparations packed in oval or glass jars.

If you are marketing a preparation appealing to careful buyers write to the U. S. Metal Cap & Seal Co., 107 W. 13th Street, New York City, for samples and prices.

CALLER: "So the cashier is absent. Will he be away long?"

Office Boy: "That depends on the jury, sir."—*Boston Transcript*.

ELABORATE show-cases are not to be desired. They call attention to the beauty of the furniture and not to the goods on display.

Quincy show-cases are unobtrusive. They act as valuable display magnets that invite a "look in" by every customer and create in the customer a desire to possess the goods on display.

Catalogue 22 tells all about Quincy cases that really *show* the merchandise contained in them. To get a copy write to the Quincy Show Case Works, Quincy, Ill.

CHRISTMAS POST CARDS

A Splendid Assortment of over 50 Subjects for the 1916 Season from America's Leading Factories.



You will not find a better selection of Xmas Post Cards than we are offering this season.

They are the work of well-known and high-salaried artists.

The designs are striking and the color combinations are most pleasing.

They are skillfully lithographed on standard quality of cardboard.

Send us your order now!

PRICES

100 Assorted	-	\$.50
500 "	-	2.00
1000 "	-	3.00
2000 "	-	5.50

By Mail or Express F. O. B.
New York.

Don't fail to ask for our
TOY CATALOGUE
and our proposition on
LOCAL VIEW POST CARDS

THE AMERICAN NEWS COMPANY

Post Card and Novelty Department

Nos. 9-15 Park Place

NEW YORK CITY

HE: "Has your father said anything about me?"

SHE: "Yes. He said that you ought to have been a big-league manager."

HE: "Did he say why?"

SHE: "Yes. Because you are always explaining why you aren't doing anything this year and boasting about what you are going to do next year."—*Puck*.

A NEW DENTIFRICE HAVING BIG SALES POSSIBILITIES.

—It is predicted that people who have been saying "There's nothing new in dentifrice advertising," have a surprise in store for them in the S. S. White Tooth Paste campaign which is soon to open in the newspapers of the larger cities.

The copy appeal has been dictated largely by the position of S. S. White in the dental field. The S. S. White Dental Manufacturing Company is the oldest and largest dental manufacturing house in the world. For 72 years the company's trademark has set the standard of quality for every variety of dental equipment and supplies.

Hence the S. S. White Company, in entering the dentifrice field, starts with an enormous initial prestige with the dentist, who is perhaps the most important factor in stimulating the sale of a mouth preparation. In planning the campaign for S. S. White Tooth Paste, the company has set itself the primary task of enlisting professional endorsement for the new product, and of establishing in the minds of the public the identity of

the S. S. White Company as a manufacturing authority in the dental field.

It was decided that the most effective means to this end was an energetic sponsoring of the "go to your dentist" movement. S. S. White copy will consistently preach the gospel of mouth hygiene. While interestingly and forcefully written, the advertising is conservative in tone, and no extravagant claims are made for the product. In fact the advertising specifically combats the "germicidal" fallacy, pointing out that no dentifrice can really rid the mouth of disease germs, because the mouth liquids are constantly changing and the effects of an antiseptic could not last longer than thirty minutes at most.

S. S. White Tooth Paste is a straight, non-medicated cleanser, made according to a formula determined by a group of dentists and pharmacists of international reputation.

As a further aid to the "go to your dentist" movement, the S. S. White Dental Manufacturing Company has issued an attractive 24-page illustrated booklet on the care of the teeth which it is supplying free to dentists for distribution to their patients, and in quantities to health authorities and school boards for distribution in the schools. The booklet is a brief presentation of the essentials of mouth hygiene, based on authoritative texts. It has been revised and approved by representative dentists, and is said to be by far the most effective piece of oral hygiene propaganda which has yet appeared. It contains no advertising other than the sig-

Every Druggist

with a country trade can build up a profitable business on Coleman Air-O-Lite Gasoline lamps and lanterns if he will use one about the store and bring it to the attention of his customers.

These lamps have been in successful use nearly ten years, carry a nice profit, and can be sold under a money-back guarantee.

If not on sale in your town yet, you can make your store the supply house of your vicinity. Every one sold brings more business.

They are big Christmas sellers and a great convenience around the store where other lights fail at times or where you want an extra strong light for some special counter. Show them in this way and they will almost sell themselves.

Write, wire or telephone our nearest house at our expense for one or more sample lamps, and we will send you everything you need to make a start.

THE COLEMAN LAMP CO.

1543 St. Francis Ave., Wichita, Kansas.

43 East 6th Street, St. Paul, Minn.

Summit and 43rd St., Toledo, Ohio.

Suite 43 Akard Bldg., Dallas, Texas.

43 So. Clinton St., Chicago, Illinois.

Awarded Gold Medal at San Francisco Panama Exposition.



No. A307
AIR-O-LITE



No. A314B
AIR-O-LITE



No. M318
AIR-O-LITE



No. IL323
AIR-O-LANTERN

nature of the S. S. White Dental Manufacturing Company, as publishers. However, this in itself will undoubtedly serve as effective publicity for S. S. White Tooth Paste, especially as the layout and color scheme of the booklet corresponds closely with the appearance of the tube and carton.

"I STOLE three bases to-day." "I was playing golf," said the other man. "I approached the ninth hole with a beautiful lie."

"How unscrupulous men are," sniffed the lady who overheard this talk.—*Louisville Courier-Journal*.

"As SOUVENIRS, they create great enthusiasm among the children; as merchandise they sell like the proverbial hot cakes," says the Faultless Rubber Company, concerning its line of Christmas balloons intended for souvenir and resale purposes.

Gross lots of "Faultless" balloons of large size and in assorted colors, equipped with patented closing valves, and stamped on two sides with pleasing Christmas designs (five different ones) may be obtained for only \$7.50 a gross. A clown display cut-out comes with each gross.

Gross lots of medium size balloons stamped with the Christmas design on one side only may be obtained for \$4.50 a gross.

Balloons bearing the imprint "Wishing You a Merry Christmas" together with the druggist's name may be

had for \$7.50 or \$4.50 a gross, depending upon size.

If interested, write to the Faultless Rubber Company, 534 Rubber Street, Ashland, Ohio, for more complete particulars.

TEACHER: "Bobby, name the largest diamond."

Bobby: "The ace."—*Clubfellow*.

A. D. F. I. CO. EXECUTIVE COMMITTEE MEETS.—The regular quarterly meeting of the executive committee of the American Druggists Fire Insurance Company was held in Cincinnati on August 18 and 19, all of the members of the committee being present. A great deal of business was transacted, much of it resulting from the State agents' convention, which was held in May.

The secretary's report was found to show an increase in business during the first six months of the year amounting to \$1,213,663.50, at a premium of \$13,058.68. The total business written for the six months of the year amounted to \$9,883,313, at a premium of \$102,302.54. On June 30 the company had business in force amounting to \$17,849,929.89 at a premium of \$186,611.99, representing 9805 policies. During the first half of the year the company incurred losses amounting to \$25,789.11. On June 30 the assets of the company amounted to \$438,969.46. Its liabilities other than Reinsurance Reserve amounted to \$7,847.47, the Reinsurance Reserve being \$78,262.13, leaving a net surplus as to policy-holders over all liabilities and reserves of \$352,859.86.

Doctors Demand "Abbott's"



Saline Laxative

Salithia

Intestinal Antiseptic

Galactenzyme

Bilein

Calcalith

Carbenzol

Calcidin

Digipoten

Petrochondrin

Chlorazene

H-M-C

Sodoxylin

Nuclein

BIOLOGICS AND ACTIVE-PRINCIPLE GRANULES AND TABLETS

Are you prepared to fill this demand? There are big profits for you. Ask your Jobber.

THE ABBOTT LABORATORIES

CHICAGO

NEW YORK

SEATTLE
LOS ANGELES
SAN FRANCISCO
TORONTO
BOMBAY

**"BY THIS SIGN
WE ARE KNOWN"**



THE MEN WHO ARE RESPONSIBLE FOR THE SUCCESS OF BRISTOL-MYERS CO. AND ITS PRODUCTS.—The above photograph was taken in New York City at a recent convention of the forty sales and detail men who cover the United States and Canada in the interest of the Bristol-Myers Co. A full week's time was taken up in a general discussion of the firm's products, in outlining territorial work, in hearing talks on sales efficiency, and in receiving

instructions in detailing. Those included in the picture are as follows: Top row (left to right): J. W. Hennessey, Providence; R. M. Tripp, Boston; Dr. D. W. Rounds, Malden, Mass.; G. S. Boyd, York, Pa.; R. E. Larrabee, Poughkeepsie, N. Y.; E. T. Schilling, Binghamton, N. Y.; Dr. F. W. Hames, Atlanta; A. W. Ives, Toronto; V. J. Hayden, Minneapolis. Second row: I. W. Burbage, Baltimore; Chas. Pohlman, Los



To open "press" center.

The
Upressit
TRADE MARK REGISTERED

JAR CAP

is more easily removed and
 replaced than any style of
 cap on the market.

Stock sizes 1" to 3"



To close "press" outer edge.

Makers of Toilet Creams, Ointments and similar preparations packed in opal jars find the "UPRESSIT" Cap superior to any other style of closure and hail "UPRESSIT" as the solution of this important problem. It is simple, handsome and sanitary, cannot work loose, and always makes an effective seal.

LET US SUBMIT SAMPLES AND PRICES, WITH OR WITHOUT OPAL JAR.

U.S. METAL CAP & SEAL CO., 107 W. 13th St., New York City.

Angeles; S. W. Upham, Rochester, N. Y.; Dr. W. F. Clemesha, San Francisco; J. J. Bye, Columbus, O.; P. A. Broidenstein, Brooklyn; S. M. Martin, Newton, N. J.; W. J. Grassman, Syracuse, N. Y.; H. R. Ezer-nack, Cleveland, O.; E. D. Tingley, Boston; H. L. Chace, Brooklyn; A. A. Wehrman, St. Louis; T. C. Connolly, Buffalo. Third row: P. A. Caughell, Pen-nington, N. J.; W. C. Sage, Rutland, Vt.; A. J. Ber-trand, Montreal; L. Wood, Camden, N. J.; Dr. C. H. Carroll, New Orleans; J. W. Brooks, Chicago; T. G. Goodwyn, Atlanta; Dr. R. E. Spline, New York City; R. B. Featherly, Syracuse; E. H. Smith, Philadelphia. Bottom row: P. L. Williams, Portland, Ore.; W. L. Bomer; C. W. Schultze; D. C. Stone; E. A. Means; W. M. Bristol, president; W. R. Jackson; G. G. Har-wood, manager Western Branch; J. L. Warner; W. B. Johnson, Cincinnati; C. M. Crawford, Dallas, Tex.; J. W. Wilson, Denver.

"Yes, madam, we are selling these watches for what they cost us."

"Then how do you make any profit?"

"Repairing them."—*London Mail*.

ALBANY chemicals—whether for medicinal, photo-graphic or technical use—can be obtained in varying quantities in either original or broken packages.

Inquiries should be addressed to the Albany Chemi-cal Company, Albany, N. Y.

"ADVERTISED everywhere and all the time"—Hostet-ter's Stomach Bitters.

The tremendous influence of this nation-wide pub-licity will work for your store if you will coöperate by making use of the attractive store displays, novelty cards and beautifully illustrated booklets furnished free of charge by the manufacturers.

To obtain a supply of the dealer's helps, write to the Hostetter Company, 59 and 60 Water Street, Pittsburgh, Pa., stating that you have on hand a good stock of the product.

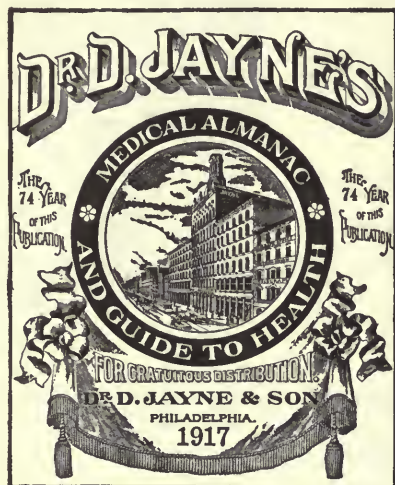
WHEN a druggist is hampered by lack of capital he desires, of course, to keep his investment at as low a point as possible.

"Hand-to-mouth" buying of staple articles, however, should not be practiced, for to do so is likely to cause the druggist to run out of stock before he realizes it and to actually force customers to go elsewhere to make their purchases.

Customer confidence can be created only by always having in stock frequently called-for standard articles. Take Antiphlogistine, for instance. Its sale is assured and customers who call for it are loath to accept sub-stitutes.

There's an extra discount of 5 per cent on \$12 orders of Antiphlogistine, so that the druggist who stocks it in ample quantity to meet all demands nets a larger profit than the man who tries to figure out his needs from day to day—and who often drives away trade by so doing.

The Seventy-Fourth Annual Edition of DR. D. JAYNE'S MEDICAL ALMANAC



Reduced Facsimile of Cover Design

DR. D. JAYNE & SON, 242 Chestnut Street, Philadelphia.

The price of paper has increased to such an extent as to make the printing of large editions for gratuitous distribution almost prohibitive. Notwithstanding this, however, we will publish our Almanac for the coming year as usual. This is because

Dr. D. Jayne's Medical Almanac is a National Institution.


For Seventy-three Years it has been issued regularly, and as you well know, its appearance is eagerly anticipated in millions of homes throughout the country.

Important—Read This!

This year we departed from our usual custom and will *not* send out post cards notifying you that the Almanacs are ready, but your usual allotment will be forwarded if you ordered same last year. If you have never ordered before, enclose your label with your request.

Notify us promptly if you desire a change in the amounts, card imprints, or kind of Almanacs wanted. Printed in English, German, Swedish, Norwegian, Dutch, Italian, Spanish, Polish and Slavish. Please state kind and quantity desired, and send your order promptly.

CIRCLE A CORK CONTEST PRIZE WINNER - OCTOBER



The Following is a quotation from

"THE stamp of professional efficiency is essentially the best asset that a pharmacy can have. Even the minor details of dispensing cause an impression upon your patron's mind. A perfect cork never fails to impress favorably. And Circle A Corks alone answer the demand for flawless, temper-saving corks."

*Robert H. Seltzer, Wright's Pharmacy
Philadelphia, Pa.*

Each month until January 1917, to the pharmacist or any employee in a pharmacy who, in 50 words or less, submits the best reason for using Circle A Corks in prescriptions, we shall send free of charge, (express prepaid) a bag of 1000 Extra Long Circle A Corks in sizes from 2 to 6. The winning answer together with a picture of the contestant or the store (if furnished by him when requested) will be published each month in the various drug journals in which we advertise.

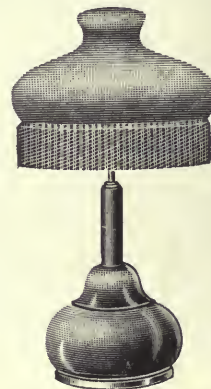
Contestants may submit as many answers as they desire and may compete each month. Only one bag of corks, however, will be awarded to a pharmacy. All answers to compete for December prize must reach us before the 20th of November.

Armstrong Cork Company
113 Twenty-third Street Pittsburgh, Pa.



GASOLINE LAMPS THAT HOLD OUT BIG PROFIT POSSIBILITIES.—We are showing herewith reproductions of the Coleman Lamp Company's Air-O-Lites—gasoline burning lamps and lanterns that have been in successful use for nearly ten years.

Air-O-Lite high candle power lamps make and burn their own gas from common gasoline, each lamp being in reality a miniature gas plant complete within itself. The lamps are simple and easy to operate and have no



No. A-317. Air-O-Lite Table Lamp.

delicate parts to get out of repair. They may burn dry without harm and are safer to use than oil lamps as there is no danger even if the lamps are upset.

Owing to its many uses, the Air-O-Lite lamp holds out exceptional sales possibilities to druggists in city locations as well as to those catering to country trade.

The Air-O-Lite is fine for illuminating porch, lawn

MILK OF
MAGNESIA
COSTS



You can change these tags

MILK OF
MAGNESIA
PROFITS



The druggist who sells prepared Milk of Magnesia will agree that his profits are not what they should be. He is paying too much to the manufacturer. But if he will start making his own with

Mattison's "Magma" Magnesia (Calcined)



he can quadruple his profits and build up a highly remunerative business. There is no difficulty whatever. To 480 grains "Magma" Magnesia (Calcined) add 15 fluid ounces of pure water, and you have the finest Milk of Magnesia it is possible to make. The cost is 5c per pint when you buy by the pound. Order through your jobber or send 10c for sample, enough to make a pint. Do this NOW while you think of it.

*Each pound package contains 10 lithographed labels for pints
and 10 labels for 8-oz. bottles—FREE.*

KEASBEY & MATTISON COMPANY,

Dept. D-2.

Ambler, Pa., U. S. A.

or playground. It is practical for work-shop, barn or garage. It is a great emergency light for the store when regular lights fail. It may be carried with ease and safety to dark corners, back rooms, cellars and basements where electric lights are not available.

During the coming holiday season Air-O-Lites will

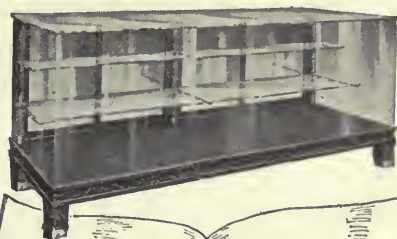


No. P-321. Air-O-Lite Bug-proof Chandelier.

be in big demand owing to their manifold uses and to the wide variety of artistic shapes and sizes in which they are furnished.

To find out more about them and to learn of the liberal profits resulting from their sale write to the Coleman Lamp Company at any of its offices, which are located as follows: 1543 St. Francis Avenue, Wichita, Kansas; 43 East 6th Street, St. Paul, Minn.; Summit and 43rd Street, Toledo, Ohio; Suite 34, Akard Bldg., Dallas, Texas; 43 S. Clinton Street, Chicago, Ill.

Buy show cases that show your merchandise



—that invite "a look in" by every customer.

Make your show case displays valuable sales magnets by creating in customers the *desire to possess*. It will pay you to let the "Quincy-case" create that desire.

"The worth of a watch is judged by its case."

So, too, a show case reflects the worth of what's in it.

Just ask for "22."

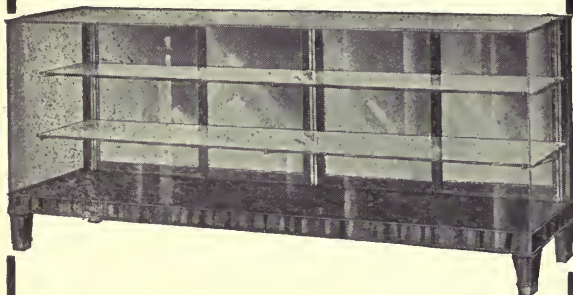
Quincy Show Case Works
Quincy, Ill.

Glorlick's **The ORIGINAL** **MALTED MILK**

A product with a reputation
 coveted by others
 "Listen to them!"

ALL PLATE GLASS CASES

"The Case You'll Eventually Buy"



Has your merchandise that power of attraction that is so easily gained through use of all plate glass show cases?

We specialize in building all plate glass cases of every description. Write for our catalogue and prices, they'll interest you.

We Manufacture Complete Store Equipment.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

A SIMPLE WAY for freshening up house dresses is by the use of Diamond Dyes.

Telling women customers of the plan will increase Diamond Dye sales.

Before starting to spread the information, however, look over your stock and see if it is sufficient to meet the demand that is sure to follow.

Your jobber will supply needed colors if your stock is low.

OCTOBER CIRCLE A CORK CONTEST.—The thought advanced in the entry winning the October Circle A Cork contest unmistakably brands the contestant as a student of the new school. Observe his appreciation of the merchandising details which, in this commercial age, are so instrumental in molding the layman's judgment of professional ability:

"The stamp of professional efficiency is essentially the best asset that a pharmacy can have. Even the minor details of dispensing make an impression on your patron's mind. A perfect cork never fails to impress favorably, and Circle A Corks alone answer the demand for flawless, temper-saving corks."

Robert H. Seltzer, of Wright's Pharmacy, Philadelphia, Pa., received 1,000 Extra Long Circle A Corks for the foregoing.

Only one more first prize (December) is yet to be awarded. Are you going to get it?

Faultless

XMAS BALLOONS

For either Souvenir or resale purposes, Faultless Balloons are the liveliest kind of merchandise. As souvenirs, they create great enthusiasm among the children. As merchandise, they sell like the proverbial hot cakes. Be sure you get Faultless Balloons—handsome, well made, strong, brilliantly colored; from the foremost balloon factory.

Assortment No. 10. Consisting of one gross large size balloons in assorted colors, equipped with Patented Closing Valves, *stamped on two sides* with the five Christmas Designs of Imprint Series No. 7, neatly packed with Clown Display Cutout.

Per gross, - - \$7.50

Imprint Series No. 8. This is the "Wishing You a Merry Christmas" imprint shown above and includes your name (limit: one line of 15 letters). This you can get in place of Series No. 7 Imprints on the above assortments without extra charge—stamped on *both sides* on No. 10 Assortment or on *one side* on No. 15 Assortment. This makes a splendid holiday souvenir.

Novelty Balloons We make a number of unique novelty balloons—Watermelon Balloons, Pumpkin Balloons, Apple Balloons, American Flag Balloons. Write for details and prices.

THE FAULTLESS RUBBER CO., 534 Rubber St., Ashland, Ohio, U. S. A.



Assortment No. 15. Consisting of one gross medium size balloons in assorted colors, equipped with Patented Closing Valves, *stamped on one side* with the five Christmas Designs of Imprint Series No. 7, neatly packed with Clown Display Cutout.

Per gross, - - \$4.50

Balloon Specialties Such as "Rubber Bubbles," Pocket Punching Bags, "Zip" Striking Balls, etc.—all great Holiday Season sellers. Prices and full particulars on request.

350 IDEAS chosen from several thousand contributed by practical druggists and paid for at the rate of one dollar each make up the contents of "350 Dollar Ideas For Druggists."

The book contains many money-making formulas; descriptions of practical devices for use in the store; dispensing and compounding ideas; bookkeeping and accounting suggestions; tips about the prescription department; ideas about the soda fountain; and numerous other miscellaneous ideas that either mean money-saving or money-making.

Sending one dollar to E. G. Swift, P. O. Box 484, Detroit, Mich., will bring you a copy of the book, post-paid.

GENTLEMAN (entering): "Do you work here, boy?"
Office Boy: "Only when the governor is looking."—*Argonaut.*

YOUR net profit, \$31.00—your investment, \$27.00.

That, in brief, is the money-making proposition held out by the Baldwin Perfumery Company, Chicago, to introduce its line of holiday perfumes and toilet waters.

Baldwin perfumes represent the true floral odors and are packed in attractive boxes and bottles of the latest design.

Better write for the company's proposition to-day. Accepting it will mean quick and liberal profits during the coming holiday season.

ATTENTION, DRUGGISTS!

Up-to-Date Druggists should all stock Nitrous Oxid and Oxygen gases, the combination which is proving itself to be the safest anæsthetic. Of particular value in Painless Child-birth.

Oxygen alone is of greatest service in Pneumonia, Asthma, Diphtheria, and wherever respiration is seriously interfered with.

Write for particulars on an up-to-date line for up-to-date Dealers.

THE OXYGEN GAS COMPANY,

Traders' Building,

KANSAS CITY, - - - MO.

A SAFE AND PALATABLE LAXATIVE FOR CHILDREN

Mrs. Winslow's Soothing Syrup

ABSOLUTELY NON-NARCOTIC

DOES NOT CONTAIN OPIUM, MORPHINE, NOR ANY OF THEIR DERIVATIVES

FORMULA IS PLAINLY STATED ON EVERY BOTTLE.

MEETS THE REQUIREMENTS OF ALL FEDERAL, STATE AND MUNICIPAL, FOOD AND DRUG LAWS. CAN BE SOLD THROUGHOUT THE WORLD.

Send for Some of our High-class Advertising Matter.

Anglo American Drug Co.

215-217 FULTON ST., NEW YORK

Prescribed by the Medical
Profession for 35 years.



*For Infants, Invalids,
and Aged Persons.*

¶ The only food containing the
natural principles of self-digestion.

¶ *Benger's Food is consistently
advertised to the U.S. medical pro-
fession. It is sold throughout the
world in sealed tins.*

*Druggists' sample, with literature,
mailed free. Showcards and advertising
material on application to*

BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)

Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

So U.S.

AN OFFER LIBERAL TO BOTH DRUGGIST AND CLERK.—
Full-page advertisements in the *Saturday Evening Post*
and other leading national magazines are being used to
get men to go to their druggists and borrow an Auto-
Strop safety razor on thirty days free trial, the razor
to be returned if unsatisfactory or to be purchased if
satisfactory. There is no deposit, no provisions or
strings of any kind to the offer.

Druggists who coöperate with the AutoStrop Safety
Razor Company in this sales creating campaign are
fully protected. If a razor is returned after the cus-
tomer tries it out, the razor will be exchanged by the
company for a new one. If the customer fails to either
return or purchase a razor which he has borrowed, the
company will stand the loss. The druggist runs no
risk or takes no chance whatsoever—the plan is intended
solely to help make razor sales more frequent and
easier.

And as a still further incentive to secure druggists'
coöperation the AutoStrop company gives, free of
charge, valuable gifts to druggists and their clerks who
assist in making sales of AutoStrop razors. The gifts
are sensible, practical articles, and are offered solely
for the purpose of securing the druggist's help in
demonstrating the value of the AutoStrop—the self-
stropping safety razor.

Both proprietors and clerks are eligible to receive
the gifts, the only stipulation being that the consent of
the proprietor is necessary before the clerks can par-
ticipate in the gift distribution.

Full particulars of the AutoStrop proposition—liberal

PYRO-PIN or BOWLING TABLES

A Great Favorite with the Children and a Quick-selling Drug Store Side-line.



Here is a game that combines the fascination of bowling and billiards and which, on account of its wide appeal and liberal profits to the dealer, makes an ideal side-line for druggists. Get full particulars and prices from your jobber. If he is unable to supply you write to us direct and get ready now for the fall and winter demand.

H. P. EMERSON & CO., 33 Kingston St.,

BOSTON, MASS.

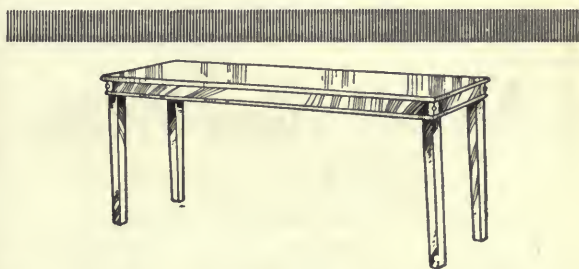
both to customers and druggists—can be obtained by addressing the AutoStrop Safety Razor Company, 345 Fifth Avenue, New York City.

Writing for details to-day will put you in line for increased sales and valuable gifts during the coming Christmas season.

PHILADELPHIA COLLEGE OF PHARMACY NEWS.—The opening exercises of the Philadelphia College of Pharmacy were held on Monday, September 25. Short but interesting addresses were made by Ex-Governor Edwin S. Stuart, of Pennsylvania; Provost Edgar Fals Smith, of the University of Pennsylvania; President Howard B. French, of the College; and W. O. Easton, Executive Secretary of the Central Y. M. C. A.

Ex-Governor Stuart took for his address "Integrity" and "Character," as two essentials necessary for a young man to succeed in life. President French and Dr. Smith dwelt at length on the recent merger of the two schools of pharmacy which was effected through the University of Pennsylvania, and used the slogan, "In unity there is strength," for their main thought. Dean Joseph P. Remington introduced the new faculty, and a response was heard from Prof. J. W. Sturmer, now associate dean of P. C. P.

The Alumni Associations of the two colleges have formulated plans for a complete merger of the two associations at an early date. For this purpose committees have been appointed.



How About Those Aisle Tables You Needed Last Winter?

DURING the Holiday season, and for two or three months following, you are going to need extra display space. Couldn't you use a few aisle tables to advantage? The price is small, and they will be ready to use for years to come.

YESBERA
TOLEDO

YESBERA Aisle Tables are made in a large variety of styles and sizes—you are very sure of finding what you need in our aisle table catalogue. Send for it to-day.

Several Special Catalogues.

We issue several booklets and catalogues. If you are interested in show cases, wall cases, aisle tables, stools, or other fixtures, write us and we will send the right catalogues.

THE YESBERA MFG. CO., 2278 Albion St., Toledo, O.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors - New York
44 East 23rd Street,

BRANCH OFFICES:

Paris, France 42 Rue du Marche
London, England 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

Whitney Glass Works

ESTABLISHED 1778.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

Your show windows—are they giving you maximum lighting effect?

If not, you should consult with your local lighting company or the nearest Mazda agent and ask about the new Mazda C lamp which produces more light from less current than any other type of lamp. Edison Mazda C lamps are made in sizes from 75 to 1000 watts—a size for every requirement.

If you are considering a rearrangement of your lighting, and your local lighting company is not in a position to give you needed information, you can secure the advice and coöperation of experienced lighting engineers by applying to the Edison Lamp Works of the General Electric Company, Harrison, New Jersey.

MADGE: "To save time, why don't you wear your bathing suit under your street clothes?"

Marjorie: "How can I, dear? It shows."—Judge.

FEATURING Horlick's Malted Milk, piping hot, at the soda fountain offers the druggist a chance to not only swell his fountain receipts but also those of his drug department as well.

Many druggists when serving Horlick's at the fountain suggest to the customer that he purchase an original package for home consumption. The method succeeds in more than enough cases to make its adoption as a routine measure worth while.

Why not try out the plan at your fountain?

The Druggist Who Insists on Quality

is the man who carries A. D. F. I. Co. fire insurance. He gets thoroughly reliable Capital Stock insurance—the very best that can be bought—and saves twenty-five per cent from Board rates.

The twenty-five per cent saving which this Company offers is not made at the expense of quality. Our financial reliability equals that of the largest general companies: our expert adjustment service is exceptional. We offer druggists better insurance than they can secure elsewhere, at the lowest consistent premium cost.

Ask for our proposition on your store; it is worth your while to know just what we offer to druggists.

SURPLUS TO POLICYHOLDERS OVER A THIRD OF A MILLION DOLLARS

SAVED POLICYHOLDERS \$57,295.06 DURING THE YEAR 1915.

Send us the coupon to-day →

The American Druggists' Fire Insurance Co.

1004-1005 Mercantile Library Bldg., CINCINNATI, OHIO.

Cash capital \$200,000.00; Admitted Assets \$423,322.14;
Liabilities (including Premium Reserve of \$73,484.53),
\$79,591.03; Surplus to Policyholders \$343,731.11;
actually available for Policyholders \$417,215.64.

TEAR OFF HERE
THE AMERICAN DRUGGISTS' FIRE INSURANCE CO.
CINCINNATI, O.
Gentlemen: Send me your proposition on drug
store fire insurance. My Board rate is
.....
Name.....
City or Town.....
State.....
BP

FIVE CENTS a pint is all that it costs to prepare milk of magnesia from Mattison's "Magma" Magnesia (calcined); 480 grains of "Magma" Magnesia added to 15 fluidounces of pure water will produce a pint of milk of magnesia that is said to be equal to any prepared milk of magnesia on the market.

Mattison's "Magma" Magnesia (calcined) may be obtained in pound packages from all jobbers and with each package is included ten lithographed labels for pint bottles and ten labels for 8-ounce bottles.

If you have never tried "Magma" Magnesia, you may obtain a sample, enough to make a pint, by sending ten cents to the Keasbey & Mattison Company, Dept. D-2, Ambler, Pa.

"CAN'T say that I like that new hat of yours."

"Yet you liked it in the store."

"Well, it did look pretty when the girl tried it on."
Then the trouble started.—*Kansas City Journal*.

FOR nearly a century H. Planten & Son, Brooklyn, N. Y., have been engaged in the manufacture of empty and filled capsules, and because of this long experience the firm is especially capable of advising druggists who wish to market medicinal preparations in capsule form.

If you are putting out capsulated products, getting in touch with the concern will, perhaps, be the means of improving the market value of your products.



A Paying Plan

Keep a bottle of PLUTO WATER at the fountain, display it at the counter and in your window. Serve a wineglassful in the ordinary soda glass, and fill up with charged water. It's a reliable laxative, will be frequently called for, and brings a big profit. The dose costs you about 2c, and you charge ten to fifteen cents for it, according to the location of your store.

The plan works—it pays! Place your order at once.

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

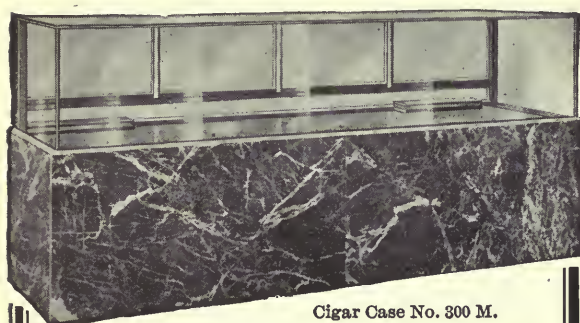
THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street,

PITTSBURGH, PA.



Cigar Case No. 300 M.

Sell More Cigars!

You know that it is absolutely impossible to make a success of your cigar department with inferior and out-of-date equipment. In this day of keen competition you must display your cigars attractively and keep them in a way to appeal to and satisfy the taste of the smokers. This can be done only with the right kind of a cigar case.

For the sake of your own profits consider this question seriously. Write us and we will tell you about the latest things in cigar cases and why and how they will help your business.

WE MAKE COMPLETE DRUG STORE OUTFITS INCLUDING "ALMETAL" STORE FRONTS.



TO INTRODUCE its line of pure milk chocolate specialties in localities not now represented by jobbers, the Ambrosia Chocolate Company, 331-337 Fifth Street, Milwaukee, Wis., will ship, subject to examination, a special assortment of its fast-selling milk chocolate confections which net the dealer a profit of \$2.25 on an investment of only \$5.25.

The assortment contains 120 five-cent bars—24 packages each of Ambrosia almond bars, filbert bars, chocolate bark, peanut slabs, and sweet milk chocolate cakes—and 300 pieces of Ambrosia Sparks selling ten for a nickel.

Why not prove for yourself the rapid turnovers possible from 5-cent packages of milk chocolate specialties? On receipt of money order or check for \$5.25 the company will ship, express prepaid, its fast-selling assortment. The goods will be sent subject to examination and your money will be refunded if the candy is not satisfactory.

FRIEND: "The public will miss you now you have left the stage."

Actor: "That's why I left. I dislike being hit!"—*Baltimore Gazette.*

THERE are something like 45,000 good-pay positions open to men who have had the requisite training.

You can prepare yourself for one of these positions by taking the course offered at the Highland Park Col-

Trained Opticians Needed

THERE is yet an important field that is not overcrowded. Proprietors need help because their assistants are branching out for themselves. You can earn big money Fitting Eyeglasses. The various States require that you take a course in a recognized school before you are permitted to actually Fit Glasses. If you will drop a postal to George W. McFatrach, M.D., President Northern Illinois College, 159 N. State Street, Chicago, he will tell you how. Attendance and Correspondence Courses.

Our regular Winter Night Classes begin October 2nd, 1916

lege, 215 H. P. Station, Des Moines, Iowa. The full course requires only 72 weeks' attendance and is claimed to furnish adequate instruction which will enable the graduate to pass any State board examination.

The next term of the college opens January 2, 1917. If you are interested, write to the college to-day and ask for a free booklet which describes the course in detail.

"STRANGE Mary doesn't have any offers! She'd make some man a good wife."

"Yes; but the trouble is every one knows she'd make him a good husband, too."—*Life*.

THE large stock a druggist is compelled to carry makes it difficult for him to keep track of his profit unless he follows a systematic method in his accounting.

To show the druggist how to make use of such a method is the object of "The Druggist and His Profits" written by Harry B. Mason. The book tells a druggist how to know what profit his business now yields, how to know what it should yield, and how to make it yield what it should. Every phase and department is thoroughly considered, and methods for making detailed and systematic improvement all along the line are given. The book means a saving of several hundred dollars a year to any druggist who will follow its guidance.

One dollar sent to E. G. Swift, P. O. Box 484, Detroit, Mich., will secure a copy of the book, post-paid.

Did Your Pen Sales Increase This Year?

TELEGRAPH TELEGRAM
CLARENCE H. MCGARY, President.
The Conklin Pen Manufacturing Company (Incorporated) Transmits and delivers this message subject to the terms and conditions printed on the back of this blank.
To: Mr. Carl Lipner, Hotel La Salle, Chicago, Ill.
At 8.46 this morning we have received and entered business exceeding our total sales of 1915. Accept our heartiest congratulations for the part you and your customers have taken in your increased sales which has made possible this magnificent showing.
THE CONKLIN PEN MANUFACTURING COMPANY

INCREASED Sales—that's something you are always ready to talk about—and so are we. If anyone can talk "bigger business" we are always ready to lend them our ears.

To-day we have a special basis for talking increased sales to you. Look at the telegram above—it tells the tale. That telegram went to all our representatives on October 9th and at the time we wanted to wire everyone of our customers thanking them for their part in these increased sales—but of course that was impossible.

That record speaks mighty well about the Conklin line. If you are not selling Conklins and are not sharing in this increased business, write us to tell you just why bigger fountain pen sales are possible with the Conklin line.

Conklin's
Self-Filling
Fountain Pen

NON-LEAKABLE

BRANCH OFFICES:

BOSTON
Blake Building
59 Temple Place

DENVER
700 & 728 E & C
Building

SAN FRANCISCO
577 Market
Street

WINNIPEG, CAN.
604-5-6 Canada Block
346 Donald St.

DRUG CLERKS



In the September *SPATULA* Mr. Chas. D. O'Connor, author of "Commercial Pharmacy," a text-book in colleges, begins a copyrighted series of articles upon "HOW TO PASS THE BOARD," in which he tells the clerk just what he must and must not do to get by. The author spent many years in gathering his material, which he has so arranged that any clerk of ordinary intelligence who follows his instructions ought to be sure to pass. The articles will be found a valuable substitute for those who are unable to take a college course in pharmacy, and even college men will find many hints they would not get elsewhere. Send \$1.00 to-day for a year's subscription, beginning with the September number, and ask for a free poison scarf pin with moving, scintillating eyes, either German silver or gold plate. Pin alone 50c.



SPATULA LABEL BOOK.—For shop use, comprising labels for practically all the Drugs, Chemicals and Preparations in the Pharmacopœias, and for a large number of unofficial articles, utensils, apparatus, etc.; over 2000 labels. Price, \$1.00 (Foreign 4s.); with *SPATULA* 1 year, \$1.50 (Foreign 8s.).

SPATULA HERB BOOK.—A classified list of medicinal herbs, giving botanic names and common names, with properties of each. A concise and practically complete list. Arranged alphabetically under both the scientific and the common names, so any herb may be instantly found. Price, 50c. (Foreign 2s.); with *SPATULA* 1 year, \$1.25 (Foreign 6s.).

SPATULA VETERINARY FORMULARY.—A collection of practical formulas for all diseases common among horses, cattle, swine, poultry and dogs, by L. W. Marshall. 50c. (Foreign 2s.); with *SPATULA* 1 year, \$1.25 (Foreign 6s.).

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on high grade paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

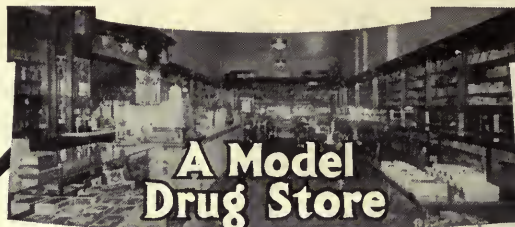
TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with *THE SPATULA* 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with *THE SPATULA* 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. One of the most complete, most practical and most useful books on the subject published. Second edition, 134 pages. Price, \$1.00 (Foreign 4s.); with *THE SPATULA* 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for *Spatula Soda Girl* in colors on card-board, sample copy of *Spatula* and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.



—equipped with a Victor Drug Outfit.

Victor Sectional Drug Outfits—shelving and prescription cases—offer equipment of the handsomest, most modern, sanitary and convenient construction which is *elastic* and adaptable to every size and shape of drug store. Victor Sectional Drug Outfits have dust-tight doors running on steel tracks, and ball-bearing rollers. The cost is 10 per cent to 20 per cent less than similar made-to-order outfits.

We also make show-cases, cigar-cases, wrapping counters, settees, wainscotings, etc.

We are the largest manufacturers of Drug Fixtures and show-cases in the United States and sell through Jobbers.

Write your favorite Drug Jobber for our Catalog.

BENDERSCHIED MFG. CO.

2800-2826 N. 9th St.,

ST. LOUIS, MO.

"B-D" APPEARING on a fever thermometer means that the instrument is guaranteed as to quality and permanent accuracy—requirements demanded by careful physicians and nurses.

"B-D" fever thermometers are manufactured by Becton, Dickinson & Co., Rutherford, N. J., which concern will, upon application, send full particulars of the line and tell why it is a profitable one to stock.

"Ah! There goes one of the mid-ocean ladies!"

"Wha' je mean?"

"Oh, she's in the rolling forties."—*Life*.

For only \$1.50 a month you can obtain for your locality the exclusive use of the Manning Advertising Service. The same service if prepared especially for you by an experienced advertising writer, could not be obtained for less than \$60 a month.

Manning Service is issued monthly in printed form and contains copy for every kind of advertising needed by the busy druggist. It includes newspaper ads, booklets, circulars, circular letters, letters to physicians, folders, mailing cards, counter slips, signs, parcel-post ads, own remedy ads, illustrated window displays, and picture slide advertising. Distinct phases of business building, special plans, schemes, etc., are also taken up each month.

If the Service is not already in use in your locality,

Nowadays it is *Quality* That Counts.

No matter what article you buy, you want the best to be had. If you are not making use of

BURT'S DRUG BOXES

You are not securing the best in the drug box line, for it is fast becoming recognized that the Burt boxes are the standard of excellence, and the kind which most retail druggists demand.

Our line of drug boxes is carried by most all first-class wholesale and jobbing houses throughout the country. A complete line of the boxes commonly used by the drug trade can be had through them. We do not deal directly with retailers, but only through the jobbers. Insist on having the Burt boxes when you place your next order.

Samples or Catalogue Sent on Request.

F. N. BURT COMPANY, Ltd.

**Drug Box Specialists,
BUFFALO, N. Y.**

you can secure it for your store by mailing the coupon attached to the ad, elsewhere in this issue, of the Manning Advertising Service, St. Louis, Mo.

WHOLESALE everywhere carry "D & O" essential oils in stock ready for immediate delivery.

"D & O" oils are supplied in original packages of one ounce and upward bearing the label and guaranty seal of the Dodge & Olcott Company, New York City.

"TELL me, where is fancy bred?" sighed the poet.

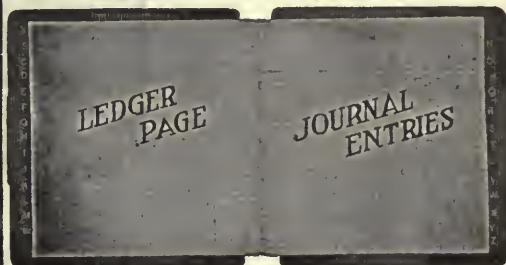
"My card, sir," said the proprietor of the bakery.
"Fancy bread a specialty."—*Louisville Courier-Journal*.

No ADVANCE payment is required to obtain for free trial a standard visible Oliver typewriter that feeds labels and prints medical symbols. The machine can be paid for by small monthly instalments—no interest is charged and the full price is considerably less than that usually asked for similar high-grade outfits.

The typewriter is a Number 5 model, provided with back spacer, tabulator, color writing-ruling device and disappearing indicator. A metal case, tools and instruction book accompany each machine.

To obtain particulars of the low price offer clip and mail the coupon attached to the ad, on another page of this issue, of the Typewriters Distributing Syndicate, Dept. 3028, 1510 Wabash Avenue, Chicago, Ill.

Combined Ledger- DUPLICATING Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

\$21.75

Write us now for catalogue K,
Explanation and Forms.

**The Richmond &
Backus Company**
DETROIT - MICHIGAN

ESTABLISHED 1842

Best Sellers for Holiday Selling

In our special Xmas line there are the most popular confections for filling stockings, bulk gifts — everything. We also have a wonderful variety of attractive gift boxes packed with fancy and plain Lenox Chocolates. Let us send you a list describing these popular brands. Here are a few:

LENOX CHOCOLATES

Packed in 5-lb., 3-lb., 2-lb., 1-lb.,
½-lb. boxes.

FANCY HARD CANDIES

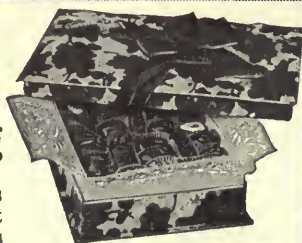
Molasses Cuts Peach Blossoms
Peppermint Cuts Molasses Bingos
Orange Gems

Also a full line of old-fashioned hard candies.

NEW ENGLAND
CONFECTIONERY COMPANY

Boston, Mass.

Distributing Agents for
Smith Bros. Cough Drops. Send
us your order.



Ask Your
Jobber for
Prescription



CORKS



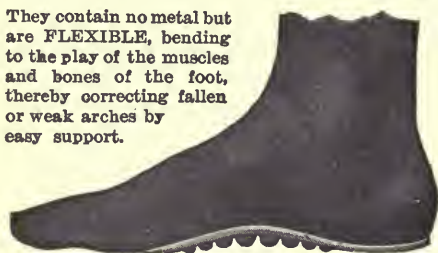
MANUFACTURED
BY

R. W. McCready
Cork Company,
CHICAGO, ILL.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY
370 ATLANTIC AVE., - BOSTON, MASS.

BECAUSE Mead mills for crude drug grinding are simple in construction, have large capacities, are very durable, and require less power than other mills of similar capacities, they are used extensively by leading manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatin.

Wholesale druggists, pharmaceutical manufacturers and others who are interested in crude drug grinding may secure illustrated catalogues describing Mead mills by addressing Mead & Co., 20th Street and M. C. R. R., Detroit, Mich.

OLD DRUGGIST: "That Mexican trouble was all caused by jealousy."

Si Peck: "How's that, I'd like to know?"

Old Druggist: "Well, you see, Villa had a cigar named after him, and all the rest of 'em got mad."—
Wm. G. Greenawalt.

ACCORDING to a prominent middle-western druggist whose candy sales average about \$4000 yearly, more and higher-priced candy is now being sold than ever before.

"A few years ago," he says, "the majority of box candies sold retailed for 50 or 60 cents a pound. To-day 80 cents and one dollar sales are the most frequent, with purchases of \$1.25 and even \$1.50 a pound varieties not at all uncommon.

"To handle this higher class of confectionery, dis-

PEERLESS BRAND

CORKS

Manufactured expressly for the
Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

play cases of the most modern and sanitary construction are required. The goods must be prominently and attractively shown in dust-proof cases, which are an assurance of the freshness of the candy."

Candy cases which are especially designed to meet these changed conditions and to help the druggist get larger profit returns from his candy department are illustrated in the catalogue issued by the Detroit Show Case Company, Detroit, Mich.

The company has made a special study of candy-case requirements and will be glad to furnish constructive information to any interested druggist.

An inquiry written on your letterhead will bring desired information concerning the company's line of "Silent Salesman" show-cases.

"A FLY roams around a whole lot."

"But when he does get stuck on a place he generally stays."—*Kansas City Journal*.

LACK of grittiness is a notable feature in ointments made with Day mills. The mills grind ointments of various kinds into a smooth paste or mass and do it in much shorter time than is possible by the mortar and pestle method.

Day mills operate by hand or power and are supplied in one, two and three quart sizes. The J. H. Day Co., Cincinnati, Ohio, will quote prices.

(Made in U. S. A.)

LOVE'S FRUIT TABLETS



Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

IN 5-POUND BOTTLES
12 Bottles to the Case

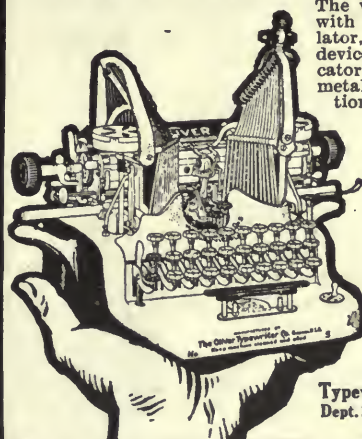
Advertising Matter Included.

Supplied through the Jobber
in convenient quantities.

F. S. Love Manufacturing Co.
Confectioners,
JOHNSTOWN, - PA.

Amazing Bargain!

Every druggist needs this Genuine Standard Visible Oliver
Typewriter that feeds labels and writes medical symbols.



The very latest Model 5,
with back spacer, tabu-
lator, color writing-ruling
device, disappearing indi-
cator. Nothing lacking—
metal case, tools, instruc-
tion book. Life guaran-
tee. We have sold
28,000.

FREE TRIAL

No Advance Payment
Send a little bit each
month until our very
small price is paid. No
interest—no red tape.
Mail the coupon for our
amazing Bargain Offer
and FREE Typewriter
Book to-day. No obliga-
tion. No salesman to call
and urge you to buy. Just
information that benefits
you. Write now!

Typewriters Dist. Syndicate
Dept. 3028—1510 Wabash Ave.,
Chicago.

Mail This for All the Facts

Typewriters Distributing Syndicate
Dept. 3028—1510 Wabash Ave., Chicago

Gentlemen: With the understanding that I am not purchasing anything or
obligating myself in any way, you may send me your bargain offer on "Druggist's
Model Oliver."

Name.....

Address.....

(320)

A Positive Guarantee

"Complete satisfaction or your money back" goes with every package of the old standard family cough remedy.

P I N E X

"As Staple as Quinine"

This old, strong company stands behind you on this guarantee for the full retail price. No lost profits. We have never quibbled nor side-stepped.

Stronger advertising than ever for this season.

The Pinex Company,
Fort Wayne, Ind.

POMPEIAN OLIVE OIL ALWAYS FRESH

DOCTORS recommend Pompeian—its merit has won the endorsement of hospitals all over the country—for Pompeian—finest quality olive oil—is *always fresh*.

¶ The enlightened purchasing public is now, at last, face to face with the fact that olive oil cannot remain sweet and pure indefinitely—as tinned vegetables. They realize that olive oil is a commodity that should be handled with the same care as dairy products.

¶ Fresh eggs, fresh butter, sweet milk—and Pompeian Olive Oil—the up-to-date housewife places them in the same category. For the Pompeian Company—proud of its product and solicitous for the welfare of its consumers—jealously protects the sweetness of Pompeian Olive Oil.

Write for our book of selected salad recipes mailed free to any address

FULL MEASURE TINS

Gallons Half-Gallons

Quarts Pints Half-Pints

THE POMPEIAN COMPANY
GENOA, ITALY BALTIMORE, U. S. A.

THE STANDARD IMPORTED OLIVE OIL

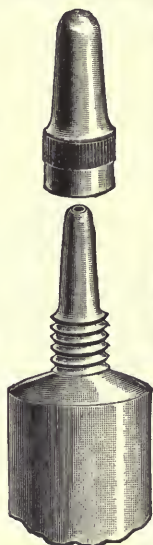
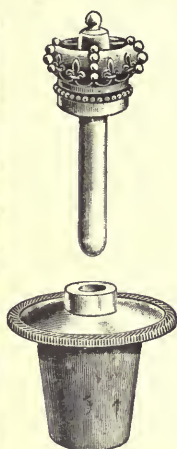
OUR NEW Plug Sprinkler

Is Absolutely
LEAK PROOF

Neat in appearance, Simplest Construction of any sprinkler on the market.

COLLAPSIBLE TUBES

for all purposes
for which tubes
are used.



METAL SYRINGES,

TIN SPOUTS

For Bug Poison.

ASK FOR
SAMPLES
PRICES
CATALOGUE

A. H. WIRZ

Incorporated
CHESTER, PA.

"A STICK OF LICORICE" is an old-time remedy for coughs and colds that is preferred by many people.

Why not cater to the demand by displaying a box of Y & S stick licorice in a conspicuous position on your show-case or counter?

Y & S licorice is put up in dust-proof sanitary boxes of 44 five-cent packages to a carton. The carton and packages are handsomely lithographed, and their attractive appearance gives a decided stimulus to counter sales.

You can get Y & S stick licorice and other products of the National Licorice Company from any wholesale druggist in the United States or Canada.

"Pop, what do we mean by economy?"

"Spending money in such a way as not to get any fun out of it, my son."—Judge.

If you are going before the State Board you will need a copy of "Board Questions Answered," a book which gives a line on the character of questions which the board of pharmacy is likely to ask.

"Board Questions Answered" contains complete sets of examination papers used by ten of the leading boards of pharmacy, and it gives complete and thorough answers prepared by a particularly well-qualified authority. The book will refresh your memory on a thousand

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

Light Your Store The New Way!



Increase your evening sales of both luxuries and necessities by having a bright, cheerfully lighted store. Investigate the new beautiful, decorative

"SUN" LAMPS DIRECT AND SEMI-INDIRECT



for use with the convenient Sun Hollow Wire System. They place modern, artistic, business-bringing illumination within the reach of all! Anyone can install and operate this system. Cheaper than gas, electricity, kerosene or acetylene. Pays for itself many times in increased business. First semi-indirect fixtures to use gasoline. Mention whether your store is piped with gas.

Write for the Free "Sun" Light Book (fully illustrated); liberal terms to agents, special premium offers, etc.

SUN LIGHT CO.

1711 Market St.
CANTON, - OHIO.



and one point, any of which are likely to come up in examination.

The price of "Board Questions Answered" is \$1.50, for which sum it will be sent prepaid by E. G. Swift, P. O. Box 484, Detroit, Mich.

"IS BOLTING a refining process, pa?"

"That depends, my son, whether it is done in flour mills or at the table."—*Baltimore American*.

MAINTAINED and operated in the interest of druggists exclusively, the Druggists Indemnity Exchange, of St. Louis, claims to afford druggists protection against fire at a price about 40 per cent less than is charged for similar protection by the public insurance companies.

In addition to this appreciable saving in premium cost, the Exchange pays for fire losses in much less time than is possible when the druggist is insured with a public insurance company. According to the statement of H. W. Eddy, attorney and manager of the Exchange, every legitimate loss suffered by subscribers to the Druggists Indemnity Exchange has been paid within ten days after the fire.

To find out what protection in the Exchange would cost you, mail your latest policy secured locally to manager H. W. Eddy, Druggists Indemnity Exchange, St. Louis, Mo. Mr. Eddy will return the policy promptly, together with interesting information.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

DISTILLED WATER

AT

2c Per Gallon

Guaranteed By

STOKES

AUTOMATIC

WATER STILL

Price Only \$18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS
for Cans and Tooth-
powder Bottles,
Talcum Powder Tops.
Aluminum Collapsible
Drinking Cups.

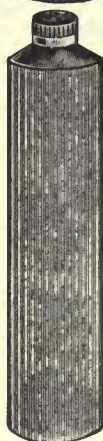
ALSO FULL LINE OF
Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.

New York Office,
290 Broadway



NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

AN occasional source of profit that should not be overlooked—the catalogue issued by the George R. Fuller Company, 99 N. Clinton Avenue, Rochester, N. Y.

The Fuller Company manufactures the "Walkeasy" artificial leg and will gladly send its catalogue and descriptive literature to any interested druggist.

GRANDPA: "Just hear the baby crow!"

Papa: "What's strange about that? His mother was some chicken."—*Liquid Bottle.*

THE Hoffmann-LaRoche Chemical Works, New York City, announces that despite constantly increasing costs of labor and material "Roche" Specialties are still freely available at the same prices as were in effect before the start of the European war.

"Roche" products that have not advanced in price include Digalen, Pantopon, Thigenol, Thiocol (tablets and syrup) and Scopolamine Stable.

"The kind that saves money and worry" is the way the Puffer Manufacturing Company, Winchester, Mass., describes its sealed construction soda fountains.

In Puffer sealed fountains the working parts are enclosed and the refrigeration is retained within the walls of the outfit, thus retarding the access of warm

WARNER'S SAFE REMEDIES

In Constant Demand
Everywhere



The great popularity of these reliable remedies makes it to your advantage to keep up your stock at all times.



WARNER'S SAFE KIDNEY AND LIVER REMEDY
WARNER'S SAFE DIABETES REMEDY
WARNER'S SAFE RHEUMATIC REMEDY
WARNER'S SAFE ASTHMA REMEDY
WARNER'S SAFE NERVINE
WARNER'S SAFE PILLS

3% on \$24.00 Quantities; 5% on \$48.00 Quantities.

SOLD BY ALL WHOLESALE DRUGGISTS.

WARNER'S SAFE REMEDIES CO.,
ROCHESTER, N. Y.

air to the interior and causing an appreciable saving in the ice bill.

A postal card request addressed to the company and mentioning the BULLETIN will bring full particulars of the sanitary and ice-saving advantages of Puffer sealed fountains.

A DOUBLE DOSE.—“Mandy, I’s a sick man,” said Jake, looking very miserable. “At de horspittle dey says I’s got berkerlosis.”

“All right, Jake, we’ll take keer of you, and git rid of dat berkerlosis.”

A week later Jake stumbled in, more woebegone than ever. “Taint no use, Mandy, nary bit of use. I ain’t never gwine git well. De doctors say dis morning I got two berkerlosis.”—*Good Health.*

DURING the holiday season confections for filling stockings, for putting in Christmas tree gift bags, and for filling bulk boxes are in lively demand.

Turning a good share of this business to your store is easy if you handle Necco confections. The Necco line includes scores of candies especially suitable for Christmas giving.

If you want to go after this business aggressively, write to-day to the New England Confectionery Company, Boston, Mass., and ask for a price list of Necco holiday candies in bulk and in attractive gift boxes.

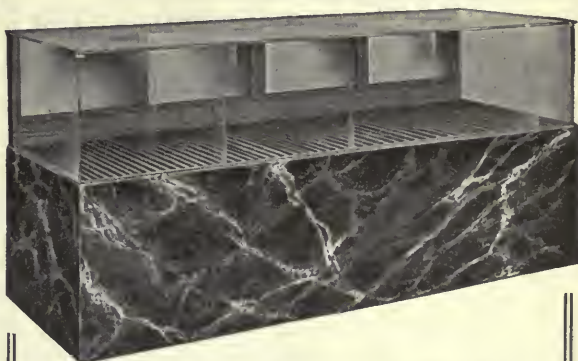
ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK



Increasing Sales and Profits.

NEW WAY store equipment is overcoming the problems—and *increasing sales and profits* for hundreds of modern drug stores—and it will do the same for you.

The line is completely and interestingly covered in our new catalogue “D”—which is now ready. Send for *your* copy to-day.

GRAND RAPIDS SHOW CASE CO.

Largest Manufacturers of Store Furniture in the World.

GRAND RAPIDS, MICHIGAN.

Branch Factory: LUTKE MFG. CO., Portland, Ore.

OFFICES AND SHOW ROOMS:

NEW YORK, 724 Broadway.	CHICAGO, 316-18 W. Jackson Blvd.	ST. PAUL, 315 Jackson St.
ST. LOUIS, 1134 Washington Ave.	PITTSBURGH, 928 Penn Ave.	DALLAS, 409 Scollard Bldg.
BOSTON, Room 305 Harvey Building, Corner Chauncey and Bedford Sts. Boston, Mass.		

DIGALEN**"ROCHE"****PANTOPON
THIGENOL****THIOCOL Tablets, Syrup
SCOPOLAMINE STABLE***freely available***AT THE SAME PRICE** *as before the war***The Hoffmann-LaRoche Chemical Works,****NEW YORK.****Paying Side-Lines for Druggists**

A line of color paint boxes for amateurs and professionals. All grades—all prices drawing instruments. Boards, "T" Squares. Sets for Mechanical Drawing. Waterproof Drawing Ink.

F. WEBER & CO., Main Office and Factory, **PHILADELPHIA, PA.**

Manufacturers—Importers, Artists' Materials, Drawing and School Supplies.

BRANCHES: St. Louis, Mo., Baltimore, Md.

Catalogue on Request.

*You can depend on Merck's***OINTMENT MILLS FOR
HAND AND POWER.**

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

SUPPLYING tops for tooth-powder bottles that insure the delivery on the brush of a uniform amount of powder is a specialty of the Consolidated Fruit Jar Co., New Brunswick, New Jersey.

The company manufactures the well-known Allen telescopic and Kent patent tops for talcum-powder cans and tooth-powder bottles and will gladly quote prices on application. Plain and decorated collapsible tubes, cast metal sprinklers, soda holders, bitter tubes, and all kinds of sheet metal goods are also products of the company.

"SCRIBBLES is a freethinker, is he not?"

"Well, no editor will give him anything for his thoughts."—*Boston Transcript*.

PEERLESS brand corks, "manufactured expressly for the finest prescription trade," are the product of the J. H. Paddock Company, Bush Terminal, New York. The company will quote prices on application.

"HAS he asked for your daughter's hand?"

"No, but I have hopes; he has taken to ordering the servants about."—*Life*.

"WINDOW DISPLAYS FOR DRUGGISTS" contains reproductions of 115 especially attractive window displays, suitable for every week in the year, and each display is

"OUR CELEBRATED SPECIALTY"**BEWARE OF
COLORABLE
IMITATIONS****PLANTEN'S (TRADE MARK)
C & C OR BLACK
CAPSULES****WE WILL
PROTECT
OUR RIGHTS**

Registered in U. S. Patent Office.

U. S. Court of Appeals sustained our rights to the exclusive use of the trade marks C & C and C & C or BLACK.

CAPSULATING

We will feel honored to have you consult us at any time.

**H. PLANTEN & SON, BROOKLYN, N.Y.
CAPSULE SPECIALISTS**

Are You Saving Your Waste Paper?

The U. S. Department of Commerce urges everybody to save every pound of waste paper.

Never in the history of this country has there been such a shortage of waste paper as at the present time.

Never before have the paper mills paid such enormous prices as now.

With prices ranging from \$13.50 to \$90.00 per ton, a paper baler becomes a necessity in every place of business.

Let us tell you all about our Domestic baler at \$10.50 and our Gem baler at \$13.50 by sending for catalogue No. 42.

Over 50,000 in daily use in the U. S. and Foreign Countries.

THE GEM MFG. CO.,

Bascom, Ohio.



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering



Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do Rapid, Clean-Cut Lettering with our Improved Lettering Pens. Practical Lettering Outfit consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card (in colors), complete instructions, figures and alphabets prepaid at the special introductory price of \$1.00.

DRUGGISTS' AND DISPENSERS' PRACTICAL SHOW CARD INSTRUCTOR.—This book is 6x9½ in size and contains 144 pages. It is a practical treatise on Pen and Brush lettering, illustrating a large variety of practical Alphabets, Price Tickets, and Lettered Show Cards especially adapted to the Drug Trade, Prepaid \$1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC LETTERING PEN COMPANY, DEPARTMENT R, PONTIAC, MICHIGAN, U. S. A.



THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for the customer—no more sticky and slimy checks. Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. THE LOCK-STUB CHECK COMPANY, 22 Quincy St., Chicago.

so accurately described that it may be successfully duplicated.

There is also a chapter on "Trimming the Window," 2 calendars suggesting articles for display every week in the year, a collection of clever slogans for use on show cards, and other material to help the druggist make the most of his window space.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send the book, post-paid, on receipt of \$1.

"WHY don't you get an automobile?"

"Because I don't know whether I could manage one."

"You didn't let that consideration stop you when you wanted a wife."—*Stray Topics.*

No TIME-CONSUMING persuasion is required to induce sales of Marvel Whirling Spray Syringes. Long continued advertising in many and various mediums has familiarized customers with the claims made for the article.

Marvel syringes are widely advertised, they pay a good profit, and their quality is guaranteed. They are returnable for exchange if found defective and reported promptly.

Jobbers everywhere carry Marvels in stock ready for immediate shipment.

YOUR NET PROFIT \$31.00



Investment \$27.00
Write for Special Offer on Holiday Perfumes and Toilet Waters. Attractive and the latest design in boxes and bottles.

THE BALDWIN PERFUMERY CO., CHICAGO.

WANT MORE PAY IN YOUR WEEKLY ENVELOPE?

If so take the course offered by THE PRACTICAL DRUGGIST INSTITUTE. We teach you at home and you do not have to stop work. The cost is small, the course is thorough and complete and will prepare you for State Board Examinations. Write for sample lessons, terms, etc., to

THE PRACTICAL DRUGGIST INSTITUTE
53 Gold Street, NEW YORK.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York



HIGGINS'



Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

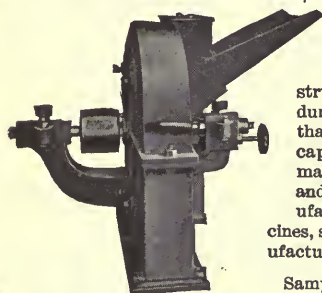
CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London.

271 Ninth Street,

Brooklyn, N. Y.

DRUG MILLS



Front View No. 1 MEAD MILL
(smallest size)

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

20th St. and M. C. R. R.

MEAD & CO., DETROIT, MICH.

Antiseptic Cleansing and Healing

It can be lightly applied to open cuts and wounds, and to cool burns, and well rubbed in for sprains, strains and bruises.

Made and Used Since '46

One of the oldest prescriptions on the market, having been compounded for probably at least a century.

All Jobbers or from
G. C. HANFORD MFG. CO.
Syracuse, N. Y.



Catnip Ball For Sale
Everywhere.



Trade Mark
Pat. Reg. U.S. Pat. Off.

DR. A. C. DANIELS, Inc., Boston, Mass.

Manufacturers of Horse, Dog and Cat Remedies.

A M U S I N G
and an Exerciser.

A Toy for Cats, in a box of Catnip, beneficial to the health of any cat or kitten. Cats can't let it alone. Will last for years. On sale at most Drug, Bird or Toy Counters.



ESTABLISHED 1867
THE "WALKEASY"
ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED

GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

Will you give one family

A
**MERRY
XMAS
DINNER?**



We are but your agents—you are the host.

300,000 poor people cheered last Xmas in the U. S. by The Salvation Army.

Help us in this way to get close to these people. Give them at least one happy day in the year.

\$2.00 Feeds a Family of Five

Send Donations to Commander Miss Booth

118 West Fourteenth Street, New York City

Western Dept., Comm. Estill, 108 N. Dearborn St., Chicago

DISPENSING solutions containing scale salts of iron in flint bottles is likely to cause a rapid deterioration in the product. Much better results will be obtained if amber bottles are used.

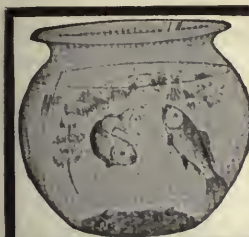
Amber bottles, for prescription and general use, are manufactured by the Whitney Glass Works, of Glassboro, New Jersey, which concern will be glad to quote prices on application.

GUEST: "This is a very small piece of chicken you have given me, waiter."

Waiter: "Yes, sir; but you will find it will take you a long time to eat it."—*Vancouver Express*.

BECAUSE of their freedom from corrosive action and ill-smelling properties, Higgins' inks and adhesives appeal particularly to drug store patrons. Their attractive appearance and efficiency in use lead to repeat sales that result in a worth-while business.

The Higgins' line is a wide one and contains inks



WADE'S BUSINESS STIMULATOR

DRUGGISTS are boosting their sales enormously by giving my aquariums away Free with each 50-cent purchase and getting their money back from the sales of fish food.

Comb. E.—144 24-oz. fish globes, 288 med. gold fish, 144 boxes 10c fish food, dip net and plant, **\$19.60**

Comb. B.— 72 quart fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant, **\$11.00**

Comb. C.— 72 ½-gal. fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant, **\$14.40**

Comb. A.—144 pint fish globes, 288 small gold fish, 144 boxes 10c fish food, dip net and plant, **\$16.40**

We give 25 EXTRA fish if cash accompanies order. Try Comb. E, the biggest globe and fish value ever offered to the trade. Globes by Freight. Fish by Express. F. O. B. Toledo, Ohio.

J. J. WADE & CO., TOLEDO, OHIO.



ROBERTSON'S FRUIT TABLETS

Keep indefinitely, but **SELL** so readily after once tried that their keeping qualities are rarely tested.

There's a lot more to the cost of genuine fruit tablets than the mere price per pound.

ROBERTSON CANDY CO. ROBERTSON-BRADSHAW CO.
NEW YORK CITY.

Get Paid For What You Know

Big salaries go to those who know. Get a thorough knowledge of the drug business and



Become a Registered Pharmacist

There are 43,790 drug stores in the United States. Each must employ one registered pharmacist. Many have more.

Prepare Yourself now for one of these positions. Our course fits you to pass any examination.

Term Opens January 2. Write to-day for free "Get There" booklet. Highland Park College, 215 H. P. Sta., Des Moines, Iowa.



and adhesives for a variety of purposes. It includes drawing ink, eternal writing ink, engrossing ink, taurine mucilage, photo mounter paste, drawing board paste, liquid paste, office paste, vegetable glue, etc.

Prices, discounts, and descriptive literature can be obtained by addressing Chas. M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y.

Mrs. ENGLISH: "Is your husband a representative American?"

Mrs. U. S. A.: "No, indeed! He's a senator!"—*Life*.

PLUG SPRINKLERS, neat in appearance and of simple construction, that are claimed to be absolutely leak proof are manufactured by A. H. Wirz, Inc., Chester, Pa.

The Wirz Company also manufactures collapsible tubes, metal syringes, and tin spouts for bug poison, and will send an illustrated catalogue, samples and prices to any interested druggist.

DOES NOT ANTAGONIZE NATURE

ALKALOL

8-oz. \$4.00 per Doz.

16-oz. \$6.75 " "

ALKALOL COMPANY, - Taunton, Mass.

THE BARNSTEAD STILL

MAKES CHEMICALLY PURE WATER.

THE DRUGGIST'S STILL

Capacity One Gallon per Hour

Nickel-plated, - - - - - **\$28.00**

THE DRUGGIST JUNIOR

Capacity One-half Gallon

Copper finish - - - - - **\$17.00**

Nickel finish - - - - - **\$18.00**

WRITE FOR INFORMATION



BARNSTEAD WATER STILL CO. 51 CHARDON ST. BOSTON, MASS.

Ziratul

\$2.00 \$4.00 \$8.00 Per Doz.

Sal Hepatica

\$2.00 \$4.00 \$8.00 Per Doz.

Gastrogen Tablets

\$4.00 \$24.00 Per Doz.

All Jobbers

BRISTOL-MYERS CO. NEW YORK



THERE IS ONE DRUGGIST

in each town and city throughout the country who is anxious to go ahead of his competitors. He is wide awake enough to know the advantages of good advertising, and he will make every reasonable effort to secure it. Our aim is to find such a druggist in your community and help him grow. If you are **THE MAN**—mail the coupon at the bottom of this page without delay.

THE MANNING ADVERTISING SERVICE BUILDS SECURELY FOR THE RETAIL DRUGGIST

The Manning Service is issued monthly in printed form and contains copy for every kind of advertising which the busy druggist is apt to need—

Newspaper Ads, Booklets, Circulars, Circular Letters, Letters to Physicians, Folders, Mailing Cards, Counter Slips, Signs, Parcel Post Ads, Own Remedy Ads, Illustrated Window Displays, and Picture Slide Advertising.

We also take up each month distinct phases of Business Building, Special Plans, Schemes, Etc.

An Exclusive Advertising Service—\$1.50 a Month.

The Manning Advertising Service is supplied Exclusively to one Druggist in a locality, and as all material in the Service is copyrighted there is no chance of work prepared by us being duplicated by your competitors. The low price of One Dollar and Fifty Cents a month is made possible because we furnish the same Service to thousands of druggists in different localities.

If you were to employ the services of an experienced advertising writer to write especially for you all of the advertising copy included in the Monthly Service it would cost you not less than \$60.00 a month.

Be original—be a leader in your community. Use up-to-date advertising. You have the opportunity of securing the Exclusive Use of the Manning Service for your locality if you act NOW.

ASK ABOUT THE MANNING SHOW CARD SERVICE.

TEAR OFF HERE AND MAIL TO-DAY

SPECIAL OFFER ORDER.

13 Months' Service \$18.00

Manning Advertising Service,
St. Louis, Missouri.

Date.....

If you have no client in this locality, please enter ^{my} _{our} order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for **ONE YEAR** and thereafter until notified to discontinue.

A condition of this order is that ^{I am} _{we are} to receive the December, 1916, issue of the Service FREE. For this Advertising Service I agree to pay you at the rate of One Dollar and Fifty Cents (\$1.50) a month, payable quarterly from January First, 1917.

NAME

STREET

TOWN

STATE

NOTE: Discount for Advance Payments—5% for 6 Mos.—10% for 12 Mos.

THE SCRAP BOOK.

NOTICE TO READERS.

It is the purpose of THE BULLETIN OF PHARMACY to maintain the highest standard in its advertising pages, that they shall constitute the most reliable buying directory for the drug trade.

The announcements of none but reliable and responsible firms are solicited, and many advertisements are rejected because of their objectionable or questionable nature.

We shall greatly appreciate it if you will immediately report to us any experience which may indicate that an advertisement does not conform to our standard of honest advertising.

The Business Manager.

MR. BABCOCK had just been telling his wife of an old friend.

"And he said he knew me when I was a little girl?" interrogated the wife.

"No," said Babcock, "he didn't say anything of the sort."

"But you just said he did," said Mrs. Babcock.

"No," said the man, "I didn't."

"Why, Charles!" exclaimed the wife. "What did he say, then?"

"I said," replied the brute, "that he said he knew you when he was a little boy."—*Spencer Sentinel*.

AMONG the specialties manufactured by Chas. Pfizer & Co. are Strychnine and its Salts.

Their brand of Crystals and Powdered Alkaloid, and Crystals and powdered Sulphate, are almost universally known and are recognized as a leading brand of strictly U. S. P. standard, particular attention being called to the uniform purity of their product.—*Adv.*

A LAWYER was examining a Scottish farmer.

"You affirm that when this happened you were going home to a meal. Let us be quite certain on this point, because it is a very important one. Be good enough to tell me, sir, with as little prevarication as possible, what meal it was you were going home to."

"You would like to know what meal it was?" said the Scotchman.

"Yes, sir; I should like to know," replied the counsel, sternly and impressively. "Be sure you tell the truth."

"Weel, then, it was just oatmeal!"—*Glasgow Gazette*.

FIANCE: "And will Bobby be sorry when I marry his sister?"

Bobby: "Yes, I will, 'cause I like you."—*Boston Transcript*.

Always The Same—



in therapeutic action—in integrity of its ingredients—in the confidence of the public—in ready, uniform sales—in constant, ethical advertising—in convenience, cleanliness and simplicity of application; that, in brief, is the summarized "story" of

Antiphlogistine
TRADE MARK

5% on orders of \$12.00

"There's only *ONE* Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

PEROXIDE-
-Soap
-Cream
-Dentifrices

a Bluff?

NO! not if

the proper Per-Salt
is incorporated.

Ask

The R. & H. Chemical Co.
100 William Street, NEW YORK.

Y & S STICK LICORICE

Put up in
5c
Boxes

A
Dust-Proof
and
Sanitary
Package



ACME PELLETS
and LOZENGES
in 5-lb
Glass-front Tins

Y & S WAFERS
in 5c Bags

Powdered Extract
and Licorice Root

Bundled Licorice Root

Everything in Licorice
for the Druggist

NATIONAL LICORICE COMPANY

BROOKLYN, N. Y.

IT WAS the first day of her first term of school, and the new teacher called up the class and asked a large girl to tell of Columbus's voyage.

"Well," said the girl, "Columbus started out and sailed around a dot."

"What?" said the astonished teacher.

"He sailed around a dot," repeated the girl. Pressed for her authority, she pointed triumphantly to the page in the book and the teacher read, "About this period Columbus sailed."—*The Christian Herald*.

CHEMICALLY pure water is easy to produce with the Barnstead water still.

The Barnstead "Druggist" still, nickel-plated and having an hourly capacity of one gallon, costs but \$28. The "Druggist" Junior, delivering one-half gallon of distilled water hourly, costs only \$17, if finished in copper; or \$18, if the nickel finish is desired.

Detailed information may be obtained from the Barnstead Water Still Company, 51 Chardon Street, Boston, Mass.

SOPH: "I suppose you ran after the cows while you were home?"

Fresh: "Nope; sneaked after the pigs."

Soph: "I never heard of anyone doing that."

Fresh: "You never lived in a dry county where there are blind ones."—*Elmira Herald*.

FOUR-YEAR-OLD Barbara went to church with her two sisters and came home crying.

"What is the matter, dear?" inquired her mother.

"He preached a whole s-sermon—about—M-Mary and Martha," sobbed Barbara, "and—never said—a—w-word about me."—*Lippincott's*.

TO RELIEVE sore or irritated throats—Alkalol is a good suggestion.

In 8-ounce bottles Alkalol costs \$4.00 a dozen; in full-pint containers, \$6.75 for the twelve bottles.

Jobbers everywhere, and the Alkalol Company, Taunton, Mass., will fill orders.

AN EXCHANGE publishes a few instances of publicity errors which are decidedly amusing. For instance:

Sign in bakery window: "Home-made pize."

Card in restaurant: "Small steak, 20 cents. Extra

Advertisement in poultry journal: "Plymouth Rock hens ready to lay \$1.25 each."

From a prepared-roofing ad: "Its bright-red color is permanent and will remain permanent."

A Milwaukee paper informs us that "John Huckbody of Wausau lost thirty chickens by freezing to death."

On a coupon: "The holder of this coupon when properly punched is entitled to one of our beautiful photographs."—*Our Dumb Animals*.

The Demand Is Increasing.

There are hundreds of women who will come to you for Diamond Dyes now if you feature them.

These women are making over suits and dresses for Winter wear.

You can get their trade by pushing

Diamond Dyes

Why don't you?

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

CHURCH: "Did you ever try any of these 'close to nature' methods?"

Gotham: "Well, I've used a porous plaster."—*Yonkers Statesman*.

APPEARANCES, whether of the store, the clerks, or the goods on display, go a long way towards inducing sales. If the merchandise offered is attractive in outer appearance it is not hard to convince the customer that the product itself is right; if the reverse is true convincing the customer is not such an easy matter.

Realizing this, isn't it for your interest to market your products, such as cold creams, ointments, etc., in attractive display packages consistent with the quality of the products offered?

Yes?

Then you will want to see Catalogue 21. It illustrates and describes a number of attractive boxes, artistically lithographed in bright colors, particularly suited as handsome display packages for own-make toilet products.

Catalogue 21 will be sent free of charge upon application to the American Can Company, at its New York, Chicago, or San Francisco office.

"ARE your men ambitious?"

"Oh, very. Every man around the place is willing to do anybody's work but his own."—*Louisville Courier-Journal*.

A TEACHER one day asked her class if they knew which was the longest word in the English language. A small hand waved frantically.

"Well, Johnny, what is the longest word?"

"Smiles," promptly answered Johnny.

"But that has only six letters!"

"Yes'm, I know it, but it's a mile between the first and last one."—*The Christian Herald*.

A PERFORATED BALL filled with catnip—that's Daniel's Catnip Ball, an amusing exerciser beneficial to the health of cats and kittens.

Dr. A. C. Daniels, Inc., Boston, Mass., will tell you about its profit possibilities.

FATHER: "The doctor says our two boys must be operated on; they both have adenoids."

Mother: "Oh, dear! That's what I get for letting them play with Uncle John's adding machine."—*Wm. C. Greenawalt*.

LANDLADY: "That new boarder is either a married man or a widower."

Pretty Daughter: "Why, ma, he says he is a bachelor."

Landlady: "Well, I don't believe it. When he opens his pocketbook to pay his board he always turns his back to me."—*Slippers*.

WE ARE SPECIALISTS

Two thousand years ago a great Roman said "Timeo hominem unius libri." "I fear the man of one book."

We are not manufacturing chemists; we are not makers of pharmaceuticals.

For ten years we have concentrated all our scientific energies on one object, the bacillus Bulgaricus.

For ten years; every day and all day long.

For ten years we have worked under the direct scientific guidance and control of Professor Metchnikoff.

For ten years we have been held directly responsible to Professor Metchnikoff, himself, for the scientific integrity and excellence of our products.

For the next ten years and forever we will hold ourselves responsible to his memory. We can be compared to our microscopes. Their field of vision is small, but they throw a powerful light upon it.

If you want to deliver that which is nearest to scientific perfection in bacillus Bulgaricus Products, handle the Metchnikoff Products of the

FRANCO AMERICAN FERMENT CO., 225 & 227 Sixth Avenue,
NEW YORK CITY.

WIFIE: "Alfred, will you let me have fifty cents to contribute to my Uplift Society?"

Hubby: "Why, I gave you three hundred and fifty dollars for that last week!"

Wife: "Oh, no. The three fifty was to get me a new dress and hat to wear to the Society's lawn fête!"
—*Judge*.

THAT attractive, carefully-designed fixtures are really efficient business stimulators is well illustrated by the following extract from a letter written by the Mansur Drug Co., St. Paul, Minn., shortly after a set of Bangs fixtures had been installed in the store:

"Our business increased 20 per cent the first month, and we are glad to give Bangs fixtures credit for this additional business."

The advantages of such a method for increasing sales should not be overlooked and, in order to acquaint druggists with the points of superiority claimed for Bangs equipments, the manufacturers offer to send interesting information to any inquiring druggist.

The address of the C. H. Bangs Druggists' Fixture Company is Box 2924, Boston, Mass.

BONES (telling a story): "Well, the evening wore on—"

Jones: "It did, eh? What did it wear?"

Bones: "Well, if you must know, I believe it was the close of a summer day."—*Life*.

"How long did your last cook stay with you?"

"Oh, about five hours."

"How did that happen?"

"The afternoon train back to town has been discontinued."—*Birmingham Age-Herald*.

BECAUSE it contains the natural principles of self-digestion, Benger's Food—for infants, invalids, and aged persons—has been prescribed by the medical profession for over 35 years.

The druggists who are getting this prescription business are those who coöperate with the manufacturers by displaying show-cards and by distributing advertising matter.

A supply of the dealer helps can be obtained free of charge, upon application to Benger's Food, Ltd., 92 William Street, New York City.

THE artist was of the impressionist school. He had just given the last touches to a purple-and-blue canvas when his wife came into the studio.

"My dear," said he, "this is the landscape I wanted you to suggest a title for."

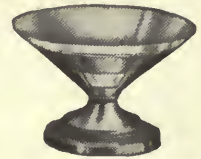
"Why not call it 'Home?'" she said, after a long look.

"'Home?' Why?"

"Because there's no place like it," she replied meekly.—*Glasgow Times*.

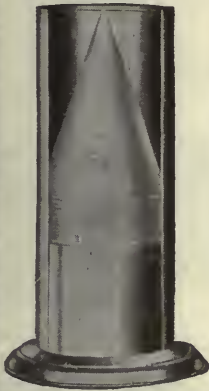


VORTEX INDIVIDUAL SANITARY SERVICE



FOR ICE CREAM, SODAS, SUNDAES,
HOT AND COLD DRINKS.

**Vortex Paper Cups are sealed without glue, are tasteless,
odorless, sanitary and attractive.**



No Glasses to Break
No Glasses to Wash
No Glasses to Dry
No Sloppy Conditions

The
VORTEX
Individual
Service

No Hot Water
No Germs
No Chipped Glass
No Danger

Consisting of Metal Holders and Paper Inserts, which
must be used one in connection with the other,
is fully covered by patents.

Thousands of Dispensers are now using it.

Write your jobber, and if he won't supply you, write us.

THE VORTEX MFG. CO., CHICAGO.



MISERLY offered the man who saved his life half a dollar."

"Did the man accept it?"

"Yes; but he handed Miserly 20 cents in change."—*Christian Register.*

THE difference is one of price only. Victor sectional drug outfits, fitting any size or shape of store, cost from 10 to 20 per cent less than similar outfits, made to order.

Victor outfits—shelving, prescription cases, show cases—are attractive and up to date in appearance, sanitary and durable.

A catalogue illustrating and explaining Victor outfits may be obtained from any jobber or from the Benderscheid Mfg. Co., 2800-2826 North Ninth Street, St. Louis, Mo.

"THE pen is mightier than the sword!" remarked the earnest citizen.

"That used to be the case," replied Mr. Chuggins, as he wiped his hands on his hip pockets; "but what counts now is a monkey-wrench or a pair of pliers."—*Washington Star.*

"SORRY, old man, to hear that you spilled some soup on Miss Andrews' gown at the dinner last night."

"So was I, dreadfully put out about it. You know it isn't polite to ask for soup twice."—*Judge.*

SAPPLEIGH: "Am I walking too fast for you, Miss Ethel?"

Miss Bright: "Oh, no; you may run if you like."—*Boston Transcript.*

GRADUATES of pharmacy colleges, and unregistered men generally, who desire to review their knowledge preparatory to taking the State Board examination appreciate "Board Questions Answered."

This book contains complete sets of examinations given by ten different boards of pharmacy, together with comprehensive answers to the questions. It is not a quiz compend, but is intended solely to be a help to students of pharmacy who desire to gain an idea of the sort of questions likely to be asked by Board examiners, and the way the questions should be answered.

"Board Questions Answered" sells for \$1.50, postpaid. E. G. Swift, P. O. Box 484, Detroit, Mich., is the publisher.

MRS. GRUMBELL entered the taxidermist's with a stuffed parrot in her hands.

"Do you remember the bird you stuffed for me for Christmas?" she asked. "Well, the work was so badly done that the feathers are simply falling out."

"Ah, madam," said the man, "that is a triumph of art. We stuff our birds so well that they molt at the proper season."—*Western Druggist.*

Liquid Petrolatum, Squibb

(Heavy Californian)

is a pure, colorless, odorless and tasteless

MINERAL OIL

consisting of hydrocarbons of the naphthene series and exceeding the requirements of the U. S. P. and B. P.

It has the very high specific gravity of

0.886 to 0.892 at 15° C.

0.881 to 0.887 at 25° C.

also an exceptionally HIGH NATURAL VISCOSITY, which is of paramount importance because true viscosity is the chief index of lubricating power.

It is sold only in one-pint bottles under the Squibb label and guaranty.

For further particulars address

E. R. SQUIBB & SONS

- - -

New York

MEEKS: "My wife prefers tea for breakfast, while I prefer coffee."

Bleeks: "Then I suppose it is necessary to have both, eh?"

Meeks: "Oh, no; we compromise."

Bleeks: "In what way?"

Meeks: "We have tea."—*Indianapolis Star*.

MRS. WINSLOW'S SOOTHING SYRUP, recommended as a safe and palatable laxative for children, is guaranteed to be absolutely non-narcotic. It contains no opium or morphine, or any of their derivatives.

The formula is plainly stated on the label and the product meets the requirements of all Federal, State and municipal food and drug laws.

Advertising matter that is helping druggists in all parts of the country to increase their sales of Mrs. Winslow's Soothing Syrup may be obtained, free of charge, by addressing the Anglo-American Drug Company, 215-217 Fulton Street, New York City.

"WHY does the operation of hanging kill a man?" asked Dr. Whately. A physiologist replied:

"Because inspiration is checked, circulation stopped and blood suffuses and congests the brain."

"Bosh!" replied his grace; "it is because the rope is not long enough to let his feet touch the ground."—*Medical Gazetteer*.

FATHER: "There now! You've gone and crippled that calf with your confounded stone-throwing."

Son (who has studied efficiency): "Well, we can make limp leather of her pelt."—*Farm Life*.

HANDICAPPED FOR FOUNTAIN EQUIPMENT?—Rushes at the fountain during the past summer have convinced many druggists that their present equipment is not adequate to care for the public's constantly growing demand for more soda water.

For these druggists, the American Soda Fountain Company, 271-281 Congress Street, Boston, Mass., has a proposition which is especially interesting.

Here is the company's offer:

"Buy an American Fountain now, make one payment and the balance you may begin to pay April, 1917." There are no restrictions as to the kind of fountain that may be purchased on this advance-dating proposition; a new outfit may be selected from the company's large stock, or a special fountain will be built to order.

A letter addressed to the company, stating your probable requirements, will bring full particulars.

"CHILTON is having the interior of his new house decorated with a rather ornate frieze."

"That's appropriate; he made his money in the ice business, you know."—*Boston Transcript*.

Ambrosia REG. U.S. PAT. OFF. **Assortment**

SPARKS

To Introduce Our

PURE MILK CHOCOLATE SPECIALTIES

in localities not now represented by jobbers, will ship, express pre-paid, direct to druggists, on receipt of money order or check for \$5.25, six full boxes as illustrated. Subject to examination, money refunded if not perfectly satisfactory. Assortment contains 120 five-cent bars, and 300 tin-foil wrapped Sparks, selling 10 for a nickel. You realize \$7.50 from the sale of this lot.

1 Box—24 packages Ambrosia Almond Bars	
1 "—24 " " Filbert Bars	
1 "—24 " " Chocolate Bark	
1 "—24 " " Peanut Slabs	
1 "—24 " " Sweet Milk Chocolate Cakes	
1 "—300 pieces Ambrosia Sparks—Tin-foil Wrapped	

AMBROSIA SWEET MILK CHOCOLATE

AMBROSIA PEANUT SLAB

Ambrosia SWEET MILK CHOCOLATE

CHOCOLATE BARK

Write To-day To

AMBROSIA CHOCOLATE CO., 331-337 Fifth St., Milwaukee, Wis.

Wholesale Chocolate Manufacturers.

PRESIDENT of bank to office boy: "I'm surprised that you should ask to get off this afternoon when we are so busy. Why, even I was planning to attend a meeting of the bank presidents today, but I am obliged to deny myself that pleasure, and I am going to stay here."

Office Boy: "Huh! There's a dozen bank presidents in town, but there's only one fellow who can handle de receiving end of Puggy Casey's splitters, and dat's ME."—*Puck*.

Two SIZES, both of them showing a liberal profit margin.

Eckman's Alternative in the new-size package, retailing for one dollar, costs the druggist but \$8.00 a dozen. The regular package, retailing at two dollars, costs \$16 for the twelve packages.

Eckman's Alternative is carried in stock by all wholesalers, while sales-stimulating advertising helps may be obtained upon request. Address the Eckman Manufacturing Company, Philadelphia, Pa.

HE HAD been telling her in a frank, straightforward way about what an athlete, business man, and all-round great fellow he was.

"By the way," he asked, "who is your favorite character in fiction?"

She looked at him with gentle intensity and answered, "You are."—*Washington Star*.

MAMMA: "Santa Claus only comes to good boys."
Johnny: "Huh! If he did, he wouldn't have to hurry much to get around."—*Puck*.

CHRISTMAS SHOPPERS, footsore from the long hours spent in walking through the stores, are excellent prospects for the sale of Perfection arch cushions.

Perfection cushions are made of the finest quality of leather, with a pneumatic cushion back that produces a comfortable springy feeling and at the same time perfectly ventilates the shoe. The cushions contain no metal but are flexible, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.

If you want to learn of the profit possibilities of this easy 50-cent seller, write to the Elastic Tip Company, 370 Atlantic Avenue, Boston, Mass., for further particulars and trade prices.

HENRY: "It was a case of love at first sight with me."

Richard: "Then, why didn't you marry her?"

Henry: "I saw her again on several occasions."—*Puck*.

MADGE: "Did you buy all your Christmas presents?"

Marjorie: "I thought I had, but I must be mistaken. I find I have some money left."—*Judge*.

*The Season
is at Hand*



*Make Sure of
Your Profits*

ARE YOU STOCKED?

Unless you carry Calcidin in stock, all the time, one of the remedies which physicians demand for dealing with emergencies, you lose the business when the emergency arises.

CALCIDIN (Abbott) is an Emergency Remedy of the First Order.

Many thousands of doctors are using Calcidin successfully at this season.

If you fail to furnish Calcidin whenever and wherever it is needed, the doctors in your locality will go elsewhere for it, for CALCIDIN they must and will have. The health and the lives of their patients depend upon it.

Stock Up with CALCIDIN Now!

Supplied in tablets of 1/3 grain, 1 grain, 2½ grains and 5 grains each, put up in bottles of 100, 500, and 1000; also in pure powder in 1-ounce bottles.

Anticipate the demand. Make sure of your profits. Insure against loss. Your Jobber is supplied.

THE ABBOTT LABORATORIES,

**CHICAGO
NEW YORK**

**Seattle
Los Angeles**

**San Francisco
Toronto**

Bombay

"COULD you gimme sumthin' to eat?" inquired Plodding Pete.

"Well, you can cut the grass and ——"

"But, lady, I ain't no vegetarian."—*Washington Star.*

MAKING THE WINDOW PRODUCE.—Most druggists realize that the selling force of any display is materially increased by the use of effective show-cards, but many of them have been handicapped in their display efforts because of their inability to procure suitable cards.

To overcome this objection, the M. P. Gould Company is offering what it calls a window trimmer show-card service. The service is a complete window trimmer, display service, and show-card selling force combined. It furnishes super-attractive displays, supplemented by exceptionally artistic show-cards.

The service is offered at a reasonable price and on most conducive terms. If preferred, the show-card service alone, without the window-trimmer equipment, can be bought at a much lower price than is usually charged for cards of equal excellence.

Information and terms concerning either or both of the services can be secured by addressing the M. P. Gould Company, 120 West 32d Street, New York City.

GREENE: Are there any really indestructible toys?

Gray: None that I know of, except those that make an infernal noise.—*Judge.*

PORTLY WOMAN (pushing her way into a police-station): "I see you have arrested a man whose mind is a blank."

Officer: "We have, madam."

Portly Woman: "Then please bring him out so I may have a look at him. My Henry didn't come home last night, and that's a fairly good description of him."
—*Puck.*

By installing New Way store equipment hundreds of druggists have materially increased their sales and profits.

How New Way equipment accomplished this increase is completely and interestingly covered in catalogue "D," issued by the Grand Rapids Show Case Company, Grand Rapids, Mich.

A postal card request, mentioning the BULLETIN OF PHARMACY, will obtain a copy of the catalogue.

It was at a private entertainment, and a lady had just risen from the piano.

"Would you like to be able to sing and play as I do, dear?" she queried of a little five-year-old miss.

"No, ma'am," was the unexpected reply.

"And why not?" asked the lady.

"'Cause," explained the small observer, "I wouldn't like to have people say such horrid things about me."—*Indianapolis Star.*

TABLET MACHINES

SINGLE PUNCH or ROTARY TYPE

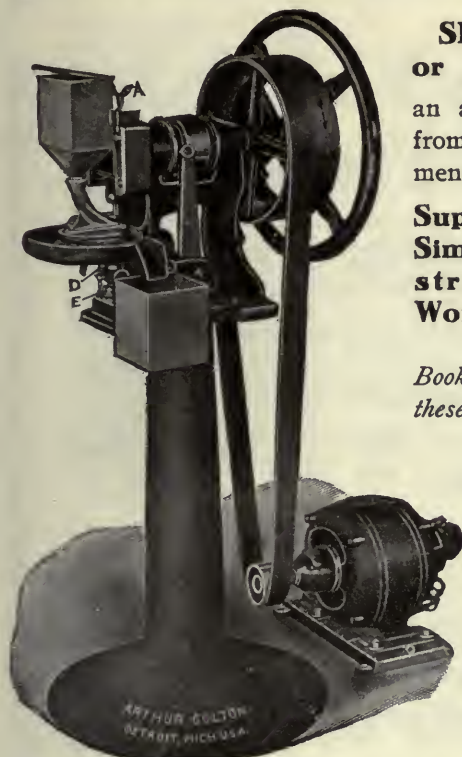
an assortment to select from to suit your requirements. Our claims are

**Superior Designs,
Simplicity in Construction,
Good Workmanship.**

Booklet fully illustrating these sent on application.

**ARTHUR
COLTON
CO.**

Manufacturers of
**Pharmaceutical
Machinery and
Laboratory
Appliances**



794 JEFFERSON AVE. • DETROIT, MICH., U. S. A.

"I THOUGHT the Christmas expense was over, but it isn't."

"How now?"

"My wife has exchanged a lace handkerchief and six hundred dollars additional for a fur coat."—*Kansas City Journal*.

A SCOTTISH wife was asked by her husband what kind of a bonnet she would like him to bring her from Glasgow, and she replied:

"Weel, ye'd best make it a straw bunnet, Jock, and when I'm done wi' it I'll feed it to the coo."—*Chicago Herald*.

IT BOOSTS THE BUSINESS AND CREATES ROOT BEER SALES!—Like a mammoth crystal stein in appearance is the newly-devised dispenser for Rochester Root Beer.

The dispenser is fitted with a dripless plunger pump of rugged and heavy construction which automatically ejects enough syrup to make, with the addition of carbonated water, a "man's size" drink of rich, refreshing Rochester Root Beer.

When served from the dispenser in an optic glass stein having the name "Rochester Root Beer" etched deep into the face, the drink is one that satisfies the thirsty patron and leads to repeat sales.

Druggists who are not featuring root beer at their fountains will find that the installation of the new "Rochester" dispenser will put them in a position to obtain and to create much additional business. The

combination of rich root beer drawn from the attractive dispenser and served in crystal steins is one that is meeting with gratifying success wherever adopted.

Rochester Root Beer is manufactured by the J. Hungerford Smith Company, Rochester, New York, and to enable druggists to make the drink a leader at their fountains the company has several propositions, graded as to quantity, whereby the dispenser, a supply of optic glass steins, and a complete window display may be secured with the goods.

Better write to the company to-day, mentioning the BULLETIN OF PHARMACY, and ask for details of the proposition.

THE MAN of the house was looking for his umbrella and, not finding it, asked the members of the family if they had used it.

"I think sister's beau took it last night," said Harry.

"Why do you think so, my son?" asked his father.

"'Cause when I was in the hall last night I heard him say to sister, 'I believe I'll just steal one.'"—*The Scibbler*.

"THERE was a chap just in here looking for you, Smith."

"Was he tall or short?"

"Both."

"What do you mean?"

"He was a tall man and he said he wanted to borrow a dollar."—*Boston Transcript*.



Increase Your Sales and Profits

by packing *your* preparations in American Can Company decorated packages.

We illustrate herewith one of our cold cream boxes lithographed in bright attractive colors, making it a very handsome display package.

This is one of the many attractive boxes listed in our catalogue No. 21. Write for it to-day.

AMERICAN CAN COMPANY

Chicago

NEW YORK

San Francisco

Hamilton, Ont.

With offices in all large cities

MRS. CRAWFORD: Have you shown your husband the list of Christmas presents you are going to buy?

Mrs. Crabshaw: No, my dear. He would only want to censor it.—*Judge*.

For ten years the Franco-American Ferment Company, of New York City, has confined all its scientific energies to one object—the production of superior bacillus bulgaricus products.

As a result of this specialized study, the company has produced a line of products which is claimed to be as nearly scientific perfection as is possible from a rigid adherence to the exactions of the celebrated investigator (Metchnikoff) of the Bulgarian peasants' "long-life" ferments.

Druggists who are interested in the subject of bacillus bulgaricus culture are invited to write to the company for instructive information. The address is 225-227 Sixth Avenue, New York City.

THE SIX-CENT CIGAR.—That the 6-cent cigar is bound to come in the regular course of events is regarded as certain. In view of the increased cost of everything in connection with the production of cigars, the manufacturer must either reduce the size or quality of his cigars, or get more money for them, and the latter will be the prevailing method of meeting the existing conditions. This increased cost, of course, the retailer must pass along to the consumer, and it will,

no doubt, come to pass that the nickel cigar of to-day will soon be selling for 6 cents.

The odd-price in the cigar business has not hitherto prevailed, except in cases of special sales, but there is no reason why a cigar should not sell for 6, 7, or 11 cents—or any other like figure. We pay odd cents for almost every other commodity we use, and the adoption of the custom by cigar retailers can be easily accomplished when the consumer understands the cause. There may be a little friction for a time, but if the retailers work as a unit—and here is where an association could prove beneficial—it can be accomplished. Patience—and plenty of pennies to facilitate change-making—is all that will be necessary.—*Cigar and Tobacco Journal*.

AS AN application for open cuts and wounds and for rubbing on sprains, strains and bruises, Hanford's Balsam of Myrrh is probably the first-thought-of remedy in hundreds of thousands of households. The preparation has been on the market since 1846 and during that time has gained for itself an immense number of customers.

Is your stock equal to the demand?

If not, better send to your jobber or the G. C. Hanford Mfg. Co., Syracuse, N. Y., for an adequate supply.

"ARE your twins very boisterous?"

"No," girlsterous.—*Life*.



To open "press" center.

The

Upressit
TRADE MARK REGISTERED

JAR CAP

is more easily removed and
replaced than any style of
 cap on the market.

Stock sizes 1" to 3"



To close "press" outer edge.

Makers of Toilet Creams, Ointments and similar preparations packed in opal jars find the "UPRESSIT" Cap superior to any other style of closure and hail "UPRESSIT" as the solution of this important problem. It is simple, handsome and sanitary, cannot work loose, and always makes an effective seal.

LET US SUBMIT SAMPLES AND PRICES, WITH OR WITHOUT OPAL JAR.

U.S. METAL CAP & SEAL CO., 107 W. 13th St., New York City.

MADGE: "It's foolish to put any Christmas decorations in this out-of-the-way corner. You have it so cluttered up not more than two could squeeze in there."

Marjorie: "You little goose, that's where I am going to hang my mistletoe."—*Judge*.

FOR 73 years Dr. D. Jayne's medical almanac has been distributed annually by druggists to millions of homes where its appearance is eagerly awaited. This year will mark the seventy-fourth annual edition—despite the fact that the increased cost of paper has made the printing of large editions for gratuitous distribution almost prohibitive.

Druggists who ordered the almanacs last year will receive their usual allotment this year. Those who have never distributed the almanacs may secure a supply by addressing Dr. D. Jayne & Son, 242 Chestnut Street, Philadelphia. A store label should accompany each request and also a statement as to the number wanted and as to what language they should be printed in. The almanacs are furnished in the English, German, Swedish, Norwegian, Dutch, Italian, Spanish, Polish, and Slavish languages.

"AND WHAT, my dear Harrison, do you do with yourself in the evenings?" inquired his old college tutor, who had come to visit him at his rural retreat.

"Well," replied young Harrison, evasively, still feeling a little of the awe for his visitor, "one reads, you

know, works with the microscope, and occasionally has a game of chess with the vicar. But, by the way, sir, I know you are interested in country dialects, and they tell me one hears the cream of them at the Golden Lion over there. Shall we look in and investigate?"

The tutor consented willingly, and they entered the cozy taproom. No sooner, however, did the landlord catch sight of them than, turning to a youth sitting by the fire, he ejaculated:

"Get out of Mr. Harrison's chair, you lout!"—*Bagology*.

ARE you going to be forced to turn away customers next summer—as you had to last season—because of insufficient soda fountain facilities?

You shouldn't, for by availing yourself of the spring dating proposition on Walrus soda fountains you can make a new fountain pay for itself out of the profits it earns.

Any Walrus distributor, or the Walrus Manufacturing Company, Decatur, Illinois, will send full particulars.

LITTLE Charlie had been spanked by his mother for stealing cookies. His cousin, who was present, wishing to comfort him, said: "Poor Charlie! You have my sympathy."

Looking up through his tears, he protested: "I have not! I didn't touch it."—*Boston Transcript*.

A SAFE AND PALATABLE LAXATIVE FOR CHILDREN

Mrs. Winslow's Soothing Syrup

ABSOLUTELY NON-NARCOTIC

DOES NOT CONTAIN OPIUM, MORPHINE, NOR ANY OF THEIR DERIVATIVES

FORMULA IS PLAINLY STATED ON EVERY BOTTLE.

MEETS THE REQUIREMENTS OF ALL FEDERAL, STATE AND MUNICIPAL, FOOD
AND DRUG LAWS. CAN BE SOLD THROUGHOUT THE WORLD.

Send for Some of our High-class Advertising Matter.

Anglo American Drug Co.

215-217 FULTON ST., NEW YORK

FIRST WOMAN: "I got a letter from you yesterday and it was dated a whole week ahead."

Second Woman: "Did you really? My husband must have posted it the very day I gave it to him."—*Boston Transcript*.

ACQUAINTING EVERYBODY WITH EVEREADY.—The big drive and the \$3000 prize contest for a better name than "flashlight" have acquainted people in all parts of the country with the uses and advantages of "Eveready" lights. And with many of these people "Evereadys" will be the first thought when it comes to answering the "what-shall-I-give" Christmas question.

Instead, however, of leaving it entirely to the contest interest to create holiday sales, the manufacturers have launched a Christmas advertising campaign that is stimulating still further interest.

Current numbers of leading national magazines are again lining up millions of readers to tell them that dealers are ready to supply "Eveready" lights—a solution to the holiday problem.

If your "Eveready" stock is low, better order an additional supply to-day from the American Ever Ready Works, Long Island City, New York.

"BLANK complains of feeling sick."

"Yes; he smoked a cigar from the wrong pocket."—*Boston Transcript*.

JANUARY 1, 1917, will be inventory time in many stores.

"350 Dollar Ideas for Druggists" contains two inventory suggestions that will prove of real practical value to the druggist who wishes to do the work most thoroughly and expeditiously.

In addition the book contains 348 other ideas that will either make or save money for the druggist who practices them. There are descriptions of practical devices for use in the stores, dispensing and compounding kinks, bookkeeping and accounting suggestions, tips about the prescription department, helps for the soda fountain and many other miscellaneous ideas that will prove valuable in the every-day conduct of the drug store.

"350 Dollar Ideas for Druggists" will be sent to you post-paid upon the receipt of \$1.00, by E. G. Swift, P. O. Box 484, Detroit, Mich.

"SAY, young feller," said Bronco Bob, "have you got a gun on you?"

"No, sir," replied the man with the brand-new cowboy uniform. "I was told that it was better to be unarmed, so as to avoid any impression that I was seeking a quarrel."

"Well, that's a big disappointment. I needed a brand-new gun an' thought you'd be bringin' along at least a pair of 'em. Don't you let anything like this occur again."—*Washington Star*.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.



You can safely recommend it

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors

44 East 23rd Street, - - - New York

BRANCH OFFICES:

Paris, France - - - 42 Rue du Marche

London, England - - - 11 Queen Victoria Street

Sydney, N. S. W., Australia, 416-418 George Street

All Jobbers Sell It

FATHER: I hear that Professor Wiseman, the prophet, declares that the world will come to an end next Christmas Day.

Tommy: Before or after dinner, pa?—*Life*.

OLIVE OIL must be handled with care in order that it may reach the consumer uncontaminated.

Realizing this, the importers of Pompeian olive oil protect its sweetness by various precautions. Only the finest quality of oil is used and the product is packed in sealed tins, ranging in capacity from one-half pint to one gallon. The housewife need only buy a quantity sufficient for her immediate need, and she is always assured that Pompeian olive oil will meet her strictest requirements as to freshness and sweetness.

Druggists who desire additional information as to why Pompeian oil is preferred by discriminating customers and recommended by leading physicians may secure it by addressing the Pompeian Company, Baltimore, Md.

WHAT HETTY GREEN MISSED.—No, Hetty Green was not the wealthiest woman. She merely had the most money. There are a great many women who wouldn't sell their youth, or their prettiness, or the noisest, kick- ingest baby alive, or even a husband, for all that Hetty Green had. It is often said by people with money that no one would envy the rich if it was generally known what they had to endure. Most rich people belie the

saying by riding in expensive motor cars, wearing strange clothes, living in great houses, employing hordes of servants, and acting as though they really believed there was something unusually fine about them. But Hetty Green made no such pretensions. Being enormously rich, in the money sense, she was sincere enough to be, or at least appear, unhappy.—*San Francisco Bulletin*.

OVER 500 original trade-pulling window trims—no two alike—can be made with one set of Onken's interchangeable window display fixtures.

Onken Younits are now made so they cannot show any wear, the new "sunken steel socket" construction doing away with any screws screwing into wood. The Younits are sturdy and high-grade throughout so that they will last for years.

The price of the outfit is only \$25—five cents a week for a different trim every seven days during a period of ten years.

An illustrated catalogue, describing Onken Younits in detail, will be sent to any interested druggist who writes to the Oscar Onken Company, 211 Fourth Street, Cincinnati, Ohio.

DOCTOR: Well, and how did you find yourself this morning?

Patient: Oh, I just opened my eyes and there I was.—*The Purple Cow*.

DRUG CLERKS



In the September SPATULA Mr. Chas. D. O'Connor, author of "Commercial Pharmacy," a text-book in colleges, begins a copyrighted series of articles upon "HOW TO PASS THE BOARD," in which he tells the clerk just what he must and must not do to get by. The author spent many years in gathering his material, which he has so arranged that any clerk of ordinary intelligence who follows his instructions ought to be sure to pass. The articles will be found a valuable substitute for those who are unable to take a college course in pharmacy, and even college men will find many hints they would not get elsewhere. Send \$1.00 to-day for a year's subscription, beginning with the September number, and ask for a free poison scarf pin with moving, scintillating eyes, either German silver or gold plate. Pin alone 50c.



SPATULA LABEL BOOK.—For shop use, comprising labels for practically all the Drugs, Chemicals and Preparations in the Pharmacopoeias, and for a large number of unofficial articles, utensils, apparatus, etc.; over 2000 labels. Price, \$1.00 (Foreign 4s.); with SPATULA 1 year, \$1.50 (Foreign 8s.).

SPATULA HERB BOOK.—A classified list of medicinal herbs, giving botanic names and common names, with properties of each. A concise and practically complete list. Arranged alphabetically under both the scientific and the common names, so any herb may be instantly found. Price, 50c. (Foreign 2s.); with SPATULA 1 year, \$1.25 (Foreign 6s.).

SPATULA VETERINARY FORMULARY.—A collection of practical formulas for all diseases common among horses, cattle, swine, poultry and dogs, by L. W. Marshall. 50c. (Foreign 2s.); with SPATULA 1 year, \$1.25 (Foreign 6s.).

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L. Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, \$1.00 (Foreign 4s.); with THE SPATULA 1 year, \$1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on high grade paper and bound in a handsomely ornamented cover. Price, post-paid, \$1.00 (Foreign 4s.); with THE SPATULA 1 year, \$1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, \$1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, \$1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. One of the most complete, most practical and most useful books on the subject published. Second edition, 134 pages. Price, \$1.00 (Foreign 4s.); with THE SPATULA 1 year, \$1.50 (Foreign 8s.).

Send a 2-cent stamp for Spatula Soda Girl in colors on card-board, sample copy of Spatula and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

"JONES," began his economical employer, the day before Christmas, "you have been in my employ for twenty years, and at this season I wish to make recognition of your fidelity. Here, then, is a picture of myself as a Christmas present."

"Thank you, sir," said Jones, as he accepted the gift, "it's just like you, sir."—*Christian Register.*

PLUTO WATER AS A TRADE INDUCER.—Here is an attractive window display of Pluto Water shown by Vice-President Stuckey of the N. A. R. D. during the recent convention of that organization at Indianapolis. As may be seen by the illustration, it attracted much attention from the visiting druggists, who certainly know what constitutes a good window trim. The French Lick Springs Hotel Company are conducting a national Pluto advertising campaign and wide-awake druggists are taking advantage of it.

The only coöperation really necessary is an occasional window display, or a counter display, matter for which is supplied by the manufacturers. The merit of the idea is this, that when a customer once gets inside



the store, he will almost invariably buy more than his originally-planned purchase. Here is where the method of displaying goods and the druggist's salesmanship come in. Especially is this true of aperients and products of a similar nature, where there is a recurring demand.

In the case of Pluto, a concentrated spring water, bottled by the French Lick Springs Hotel Company, French Lick, Ind., the nation-wide advertising should be productive of increased patronage to the druggist foresighted enough to stock up with it. There is a very attractive sales plan, details of which will be sent upon request. Window displays and special quantity lot discounts are further inducements, particulars of which will also be sent by the company.

CLASS SMART-ALECK: "Please, teacher, how many feet are there in a mile?"

Teacher: "There are 5,280, as you should very well know."

Class Smart-aleck: "But aren't there more when there's a crowd?"—*Buffalo Express.*

SPENDITT: "I say, old chap, if you would lend me \$50, I could make \$75."

Smart: "How would you make the other twenty-five?"—*Boston Transcript*.

CASTOR OIL.

When I was young I lived in dread
Of mother coming to my bed
With castor oil for me to take
To cure the common stomach ache.
There was no terror of the night
That could my little soul affright
And make my youthful nerves recoil
So much as thoughts of castor oil.

If anything has marred my life
And scarred it with the trail of strife
And hovered round me day by day,
A fear that never went away,
A ghost that haunted orchards green,
And lurked wherever I have been
My too-brief hours of joy to spoil,
It is that stuff called castor oil.

Nor have I yet outgrown that fear.
I shudder when it's name I hear.
I dread it now as much as then,
And suffer all its torments when
The mother says: "you hold his nose
And see to it he doesn't close
His teeth before I get it down
And spill it all upon his gown."

I hate to give the stuff or take,
I dread the scenes they always make
When mother gets it from the shelf,
And I could run away myself.
I'd rather stand to war's alarms
Than see them struggling in my arms
And face the disagreeable toil
Of giving children castor oil.
—*Edgar A. Guest in Detroit Free Press.*

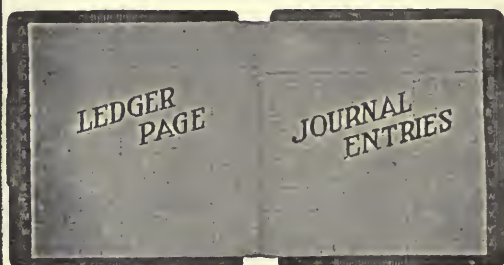
YOU'LL want this collection of information.

It is entitled "Money-Making Hints," and points out how the adoption of the latest National Cash Register system will enable you to obtain the money needed for earning cash discounts, making advantageous cash purchases, and otherwise conducting your business along modern, money-making lines.

To obtain "Money-Making Hints" use the coupon attached to the ad., elsewhere in this issue, of the National Cash Register Co., Dayton, Ohio.

GEORGE GILL, Toronto, recently received a \$1000 check for a six-word slogan—"The gum the sun brought out"—which won first prize in the Sterling "seventh point" advertising contest. There were 314,000 phrases submitted, Gill's being judged the simplest and most expressive.

Combined Ledger- DUPLICATING Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

\$21.75

Write us now for catalogue K,
Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

Manufacture Your Own Preparations.

You can practically triple your profits and double your sales if you have a nice line of toilet articles and medicines which you put out under your own brand. It gives you an opportunity to work up a trade which is all your own and which no competitor can take away. It is the only salvation for the druggist who really wishes to make money in the drug business.

Henley's Twentieth Century Book of Formulas, Receipts, and Processes contains over 10,000 selected chemical, pharmaceutical and toilet article formulas and gives thousands of receipts for the manufacture of valuable articles for every-day use and tells of thousands of ways of making money, including hundreds of so-called trade secrets known to every business.

This Book will assist you in putting out a really high-class line of your own preparations as it will supply you with information of every receipt and formula known to every trade and science in the world.

We are selling this book to druggists at \$3.50, which includes a year's subscription to *The Retail Druggist*, the only strictly business publication for druggists published in America.

THE RETAIL DRUGGIST, 60 W. Lafayette Blvd., Detroit, Mich.

A SODA TABLE MADE FROM GLASS AND IRON.—The soda water department that is "all white and bright" can get better prices for its foods and beverages than



the place the first impression of which repels rather than invites.

This is because the intelligent people of any community refuse to eat or drink in any place that presents even a suspicion of uncleanness.

A soda water department, with white-topped tables and white-clad attendants, provided both are kept white and spotless, has the first call on the trade of the intelligent and well-to-do, the people who have plenty of money to spend for the good things of life.

But right here arose a problem that a man at North Chicago, Illinois, set himself to solve—the problem of finding a white material suitable for table-tops that would not stain, crack, or check. Men had tried marble—it was too soft and absorbent. They had tried enameled iron; but that looked, felt, and *sounded* cheap, and it would chip and rust.

Then came the "glass-man" to the rescue, with a rich, creamy white opaque alabaster-like quality of glass that would stand a lot of punishment.

The product looked so much like the white onyx that they called it Sani-onyx—and the name stuck.

The next problem was to develop a method of porcelain-enameled cast iron for the pedestals or legs of the tables, so that the enamel would stay on, would not crack, discolor, or rust.

This was even a harder problem than developing the Sani-onyx glass, but persistence won out, and the makers called this new enameled product "Sani-metal."

The combination of a rich onyx-like glass top with an equally rich white enamel of the body and legs, forms a table that the soda water industry is glad to welcome. It has stability, permanence, and beauty, combined with the ideal sanitary conditions of being

ATTENTION, DRUGGISTS!

Up-to-Date Druggists should all stock Nitrous Oxid and Oxygen gases, the combination which is proving itself to be the safest anæsthetic. Of particular value in Painless Child-birth.

Oxygen alone is of greatest service in Pneumonia, Asthma, Diphtheria, and wherever respiration is seriously interfered with.

Write for particulars on an up-to-date line for up-to-date Dealers.

THE OXYGEN GAS COMPANY,
Traders' Building,
KANSAS CITY, - - - MO.

"SLEEPERS"



"HAPPYFOOT INSOLES"



THREE RAPID SELLERS

The money-making drug store of today is looking for fast moving merchandise. Here's a line that's a real leader—seasonable, fashionable, profitable.

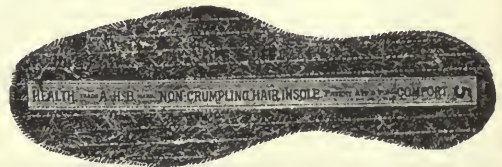
"A. H. B." Cork and Hair Insoles
"A. H. B." Hair Insoles
"Anti-Wrinkling" Hair Insoles
"Ezful" Hair Insoles

"Sanitas" Slumber Socks
"Happyfoot" Horse Hair Insoles
"Solace" Hair Insoles
"Corkgum" Insoles

Write At Once for Samples and Prices.

WILEY, BICKFORD, SWEET CO.

The WM. H. WILEY & SON CO., DIV., HARTFORD, CONN.



both non-absorbent and as easy to clean as a china plate.

And it is proving itself to be both a trade-coaxer and a trade-holder, if the mixologists' concoctions served over it strike the public's fancy.

Sani-onyx tables are manufactured by the Chicago Hardware Foundry, North Chicago, Ill.

At a meeting of the Davenport Association of Retail Drug Clerks, held at Davenport, Iowa, on the evening of October 9, papers entitled "Salesmanship and Commercialism" and "A Résumé of the U. S. P. IX." were presented. During the discussion which followed many interesting points were brought out.

A Dutch lunch was a feature of the evening.

RELICS OF THE TRASH-HEAP.—Paragraphers for years have been amusing themselves and the general public with speculations on where all the pins go ultimately, where the material in the stocking goes when a hole takes its place, and such perplexing questions. Perhaps the *Baltimore Sun* could answer, for it prints a unique list of objects that have recently been found among the refuse and offcast materials given to the Salvation Army during the urban clean-up campaign. Says the *Sun*:

Some of them were interesting, some very funny,

and a few appeared to have a sentimental, if not an intrinsic, value, such as:

One pussy-cat (alive and meowing).

Six crutches.

A walking-stick (said by the owner to have been brought from the Fiji Islands).

A parrot-cage (without the parrot).

An ear-trumpet.

Two bottles of patent medicine.

A can of sardines.

A mahogany bed.

A Billy Sunday hymn-book.

A ham-bone (wrapped in a copy of *Good House-keeping Magazine*).

A silver dollar, carved into a locket with a hinge front.

Two pounds of frankfurters.

A deed, dated November 28, 1726, conveying a parcel of land from Lord Fairfax to Thomavin and Lewis Ellzey, of Fairfield, Va.

A picture of John Alexander Dowie.

A copy of "How to be Happy, Though Married" (well thumbed).

A copy of *Gleason's Pictorial Companion*, published in 1851.—*Literary Digest*.

A RECENT newspaper report from Pittsburgh, Pa., announces the marriage, on November 23, of Michael G. Strozzi to Miss Lena A. Battaglia.

ALL PLATE GLASS CASES

"The Case You'll Eventually Buy"



Has your merchandise that power of attraction that is so easily gained through use of all plate glass show cases?

We specialize in building all plate glass cases of every description. Write for our catalogue and prices, they'll interest you.

We Manufacture Complete Store Equipment.

SAGINAW SHOW CASE CO., Ltd.

SAGINAW, MICH.

CIRCLE-A CORK CONTEST PRIZE WINNER NOVEMBER



"The greatest 'back-slide' that a modern druggist can take, is to deliver to a customer a leaky or untidy bottle. Any bottle stoppered with a Circle A Cork relieves the mind of the druggist and insures a safe journey in the hands of the customer."

C. W. Ebert,
Garrett & Ayres Pharmacy, Hillsboro, Ohio.



The Circle A Cork Contest for December, the last of these monthly competitions, closed on November 20th. The December prize winner will be published in the January issue of this publication.

During the course of the contest, many meritorious entries were received, but could not be used because of the peculiar limitations of cork advertising. It is to the authors of these that we wish to express our regret at not being able to run their material.

Armstrong Cork Company

113 Twenty-third Street

Pittsburgh, Pa.

AN absent-minded salesman in a London sporting-goods house recently lost the firm a good customer. The buyer asked to see some dog-collars, selected one and paid for it. Just then the absent-minded one spoiled it all by asking: "Shall I wrap it up and send it, or will you wear it?"—*Tit-Bits*.

Two life-like mice—stuffed with the catnip that every cat needs occasionally—constitute a fast-selling novelty that is bringing liberal returns wherever displayed.

The price?

Ask the Pohlsom Galleries, 307 Bank Bldg., Pawtucket, R. I.

A KIND HEARTED MAN is the hero of a yarn which appeared recently in the Abilene, Kans., *Reflector*. The story we must believe is untrue. It is too good to be true. A rough cattle herder, having spent all his life on the vastness of a prairie, never had experienced any of the tenderer emotions man is heir to, and was totally ignorant of any other rules of conduct than prevailed between his fellow herdsmen and their charges.

When finally the well-intentioned but untaught person went to a town he promptly fell in love with the first woman who spoke to him. She was the buxom waitress of the town boarding house. He wooed and won her, and in a few days they were married and started together for the ranch on horseback.

A week later the rancher reappeared in the city, but his wife did not accompany him. His face wore a weary, haggard expression as of sorrow, and he hung his head as he walked.

To the natural and immediate inquiries that were made as to the whereabouts of his bride, he replied, with tears starting to his eyes and running down his lean, bronzed cheeks: "She broke her leg two days out, and I had to shoot her. And I tell you, boys," he added, "I hated to do it—she was such a good woman!"—*Commerce and Finance*.

DRUG CLERKS who want to increase their knowledge of pharmacy and thus qualify for better paying positions, but who cannot afford to give up their positions while learning, will be interested in the course offered by the Practical Druggist Institute.

Work on the course may be done at home during spare time, and when this course is completed the student is in a position to go before the State board examiners.

Particulars, sample lessons, terms, etc., may be had upon application to the Practical Druggist Institute, 53 Gold Street, New York City.

"I saw your wife and daughter the other day, but they didn't see me."

"So they said."—*Boston Transcript*.

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers
FLINT AMBER GREEN

Also Manufacturers of
Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

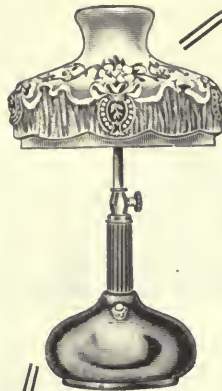
which produces uniformity in
HEIGHT WEIGHT CAPACITY
Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY



No. M318
AIR-O-LITE

COLEMAN AIR-O-LITE

Big Christmas sellers. A wonderful convenience around the store where other lights fail at times, or where you want an extra strong light for some special counter. Just show them—they will sell themselves.

Write, wire or telephone our nearest house at our expense for one or more sample lamps. We will send everything you need to start.

THE COLEMAN LAMP CO.

1543 St. Francis Ave.
Wichita, Kansas.

43 E. 6th Street,
St. Paul, Minn.

Summit & 43rd Sts.
Toledo, Ohio.

Suite 43 Akard Bldg.
Dallas, Texas.

43 South Clinton St.
Chicago, Ill.



No. A307
AIR-O-LITE

DRUGGISTS

with a country trade can build up a profitable business on Coleman Air-O-Lite Gasoline Lamps and Lanterns if they will use one about the store and bring it to the attention of their customers.

Over 500,000 in successful use for nearly ten years. A dandy profit for the dealer and sold under a money-back guarantee. Make your store the supply house of your vicinity—be first to get the agency.

"A WORD carelessly spoken may do great harm."
"That's right. You ought to see what one careless word from the umpire did to our ball team this afternoon."—*Washington Star*.

IS YOUR BUSINESS YIELDING A PROPER PROFIT?—Probably eight druggists out of ten fail to make their business yield what it should. Very often they have no idea at all what they are actually making, and they would be astonished beyond measure if they could get at the real facts.

To enable the druggist to find out for himself these facts is the object of "The Druggist and His Profits," written by the editor of the BULLETIN OF PHARMACY. The book gets right down to fundamentals and discusses the subject in the most practical manner.

This volume is worth several hundred dollars a year to every live druggist. It will give him a thousand tips about the conduct of his business, and will help him to make better profits all along the line.

Send for a copy to-day—\$1.00 post-paid. Order of E. G. Swift, P. O. Box 484, Detroit, Mich.

"WAS your Christmas present in the nature of a surprise?"

"I should say so. It was just what I wanted."—*Judge*.

THE "BIG BASS" BULLETIN.—Sportsmen will find it hard to resist the lure of the "Big Bass" bulletin pointing the way to the haunts of gamy fish in streams and lakes.

The bulletin is a handsome metal sign designed to stimulate interest in fishing and to indicate to sportsmen where "Pflueger" Bull Dog brand fishing tackle may be obtained. It measures 20 by 28 inches and is made upon cold-rolled steel in four colors—orange, blue, green, and white. A startlingly realistic reproduction of a big bass, hooked and fighting, adorns each sign.

The bulletins are intended to be placed in conspicuous positions along the highways and streams in fishing regions. Each sign bears, in addition to the "Big Bass," an advertisement of sporting goods and fishing tackle, together with the name and address of the druggist-dealer lithographed in black under a waterproof coating.

Druggists who handle "Pflueger" fishing tackle will be supplied with any desired number of the signs, each covering four feet of surface, at the actual cost of production. To find out about this special proposition that is designed to bring sportsmen to your fishing tackle department, address the Enterprise Mfg. Co., Akron, Ohio. You will have to act quickly, though, for all orders must be ready to ship out by February 15, 1917, and it takes several months to have the signs made up.



Pluto Profits

You don't have to cut the price to sell PLUTO WATER; its popularity is such that people would pay twice the price if necessary. You sell at full price and get a full profit. Thus, with the steadily growing demand and ever-growing patronage, your annual profits on PLUTO sales will reach a very attractive total. Ask us more about it!

PLUTO

Bottled by the FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana

A LADY employing a colored man asked him his name. "Mah name is Poe, ma'am."

"Poe? Perhaps some of your family worked for Edgar Allan Poe."

The man's eyes opened with great surprise. "Why," he gasped, pointing a dusky forefinger to himself, "why, Ah am Edgar Allan Poe."—*Everybody's Magazine*.

It's the little "nicety," many times, that makes the sale of an article easier.

Take hydrogen peroxide, for instance. Given the choice of two similar products, one stoppered by an ordinary cork and the other closed by means of a Kork-N-Seal cap, the customer will invariably choose the latter.

This preference for easy-to-open and easy-to-close packages is demonstrated by the increasing sale of preparations which carry the Kork-N-Seal. Customers are beginning to ask for bottles so sealed, and many druggists are further stimulating the demand by according prominent display to the numerous products in their stocks which have this convenient seal.

If you are overlooking this effective method of inducing sales, why not go over your stock and bring to the front some of the preparations having the Kork-N-Seal cap? You'll be surprised at the number of items that you will find so fitted.

Kork-N-Seal caps are manufactured by the Williams Sealing Corporation, Waterbury, Conn.

"Wherever there is a case of enfeebled digestion, there is a case for Benger's Food."

BENGER'S

Reg. U.S. Pat. Off.

Food.

*For Infants, Invalids,
and Aged Persons,
and all whose digestive functions
have become weakened by accident,
pain or illness.*

¶ Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.

*Druggists' sample, with literature
mailed free. Showcards and advertising
material on application to*

BENGER'S FOOD Ltd., 92, William St., NEW YORK.

(Headquarters—MANCHESTER, ENGLAND)

Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

87U.S.

THEY were speaking about looking on the practical side of things, and this incident was recalled:

One afternoon late in the fall Uncle Josh was driving slowly toward the town, when an acquaintance excitedly dashed out to the road and hailed him.

"Say, Josh," he exclaimed in a palpitating voice, "have ye heard the news?"

"No, don't kalkerate I have," responded Uncle Josh, sociably stopping his team. "What kind o' news is it?"

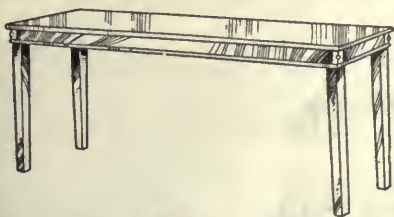
"Jim Smith committed suicide," answered the other. "Hung himself from a beam in the barn."

"Is that so?" thoughtfully rejoined Uncle Josh. "Wonder if he got all of his corn husked?"—*Philadelphia Telegraph*.

INSOLES and slumber socks that mean quickened sales and added profits?

The Wiley, Bickford, Sweet Company, Hartford, Conn., will submit samples and quote prices. This fast-moving line includes hair insoles, cork insoles, and sanitary slumber socks.

CHANGED STATUS OF THE WRIST WATCH.—Much has been printed in European papers on the subject of strap watches as a part of military equipment. This has attracted a good deal of attention, since modern warfare has demonstrated the necessity for officers and soldiers to know the time. The telephone and signal service, which play important parts in modern warfare, have



How About Those Aisle Tables You Needed Last Winter?

DURING the Holiday season, and for two or three months following, you are going to need extra display space. Couldn't you use a few aisle tables to advantage? The price is small, and they will be ready to use for years to come.

YESBERA
TOLEDO

YESBERA Aisle Tables are made in a large variety of styles and sizes—you are very sure of finding what you need in our aisle table catalogue. Send for it to-day.

Several Special Catalogues.

We issue several booklets and catalogues. If you are interested in show cases, wall cases, aisle tables, stools, or other fixtures, write us and we will send the right catalogues.

THE YESBERA MFG. CO., 2278 Albion St., Toledo, O.

SUN LIGHT

First Semi-Indirect Fixtures To Use Gasoline!

(Styles for Gas and Electricity Also.)

You can now use the convenient "SUN" Hollow Wire System with the new and beautiful "SUN" Semi-Indirect Fixtures! Result: a wonderfully artistic, decorative, efficient and economical lighting system, cheaper and better than gas, electricity, acetylene or kerosene.

Ideal for Store Lighting!

Think how important good light is to every business, and especially to drug stores, where everything should be bright, clean, attractive, cheerful and up-to-date. Get interested to-day, write for the Free "Sun" Light Book, terms to agents, special premium list, etc.

**SUN LIGHT
CO.
1611 Market St.
CANTON, O.**



made the wearing of watches by soldiers obligatory. The only practical way in which they can wear them is on the wrist, where the time can be ascertained readily, an impossibility with the old-style pocket watch.

There have been instances during the progress of the present war where bad effects have resulted from the wearing of watches. The chief danger has been from the breaking of the crystal, and, when the watch was worn on the wrist, the consequences have been serious, owing to parts of the shattered crystal flying into the eyes, and for a time there was talk of discontinuing the use of wrist watches.

Realizing the seriousness of the defects in the old-fashioned strap watches, European watchmakers set about remedying them. Many devices were introduced, such as grill, or filigree work, placed over the dial, leaving only the figures exposed. This, however, made it very difficult to ascertain the time readily and consequently had to be abandoned. Then the hunting case was resorted to, but as its usefulness necessitated the pushing of a spring to open the case, it also was found to be impracticable. Not only this, but the damp condition of the trenches soon rusted the springs and the difficulty, if not impossibility, of having them repaired confronted the wearer.

The fertile brain of the inventor finally hit upon unbreakable glass, clear in color and non-inflammable. Being of an unshrinkable nature, unbreakable glass is likewise dustproof, which is not the case with the ordinary crystal. So great has become the demand for

wrist watches equipped with unbreakable glass that European manufacturers are working overtime and being compelled to convert ladies' watches into military timepieces to supply the military needs.

Since preparedness has become the watchword and timepieces have become a necessary part of the equipment of soldiers, the status of the wrist watch is changing. The objectors are now willing to concede the value of a bracelet watch for general outdoor life, but have not quite reached the point where, after poking fun at it, they can consistently adopt it for all occasions.—*New York Times*.

AN important field that is not yet overcrowded is that devoted to the fitting of eye-glasses. Trained opticians are needed in many communities and the opportunities to obtain good-pay positions are numerous.

Before being permitted to actually fit glasses, however, the various States require the practitioner to have taken a course in a recognized school. The Northern Illinois College, 159 N. State Street, Chicago, is such a school, and by writing President G. W. McFatrigh, M.D., full information concerning the attendance and correspondence courses offered may be obtained free of charge.

BLACK: "I want to put my money into something safe!"

White: "Try a fire-proof vault."—*Lamb*.

DISTILLED WATER

AT

2c Per Gallon

Guaranteed By

STOKES

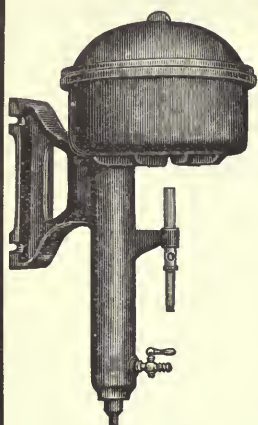
AUTOMATIC

WATER STILLS

Price Only \$18.

F.J.Stokes Machine Co.

PHILADELPHIA, PA.



Trained Opticians Needed

THERE is yet an important field that is not overcrowded. Proprietors need help because their assistants are branching out for themselves. You can earn big money Fitting Eyeglasses. The various States require that you take a course in a recognized school before you are permitted to actually Fit Glasses. If you will drop a postal to George W. McFatrigh, M.D., President Northern Illinois College, 159 N. State Street, Chicago, he will tell you how. Attendance and Correspondence Courses.

Our regular Winter Night Classes begin October 2nd, 1916

A VISITOR to a Sunday-school was asked to address a few remarks to the children. He took the familiar theme of the children who mocked Elisha on his journey to Bethel—how the younger ones taunted the prophet, and how they were punished when two she bears came out of the wood and ate forty-and-two of them.

"And now, children," said he, "what does this story show?"

"Please, sir," came from a little girl in the front row, "it shows how many children two she bears can hold!"—*Tit-Bits*.

RICHARDSON CORPORATION SERVICES.—For the purpose of helping druggists maintain their soda fountains at the highest point of efficiency, the Richardson Corporation, of Rochester, N. Y., conducts what it calls a "Retail Service Department."

The object of this department is to work with dealers and dispensers in the operation of their fountains and to give them the benefit of the company's experience in the handling of bothersome fountain problems.

The department is in charge of a thoroughly competent soda-water man. There is no charge for this service, and any one interested in the soda-water business is free to avail himself of the opportunities held out.

The Richardson Corporation has an up-to-date soda fountain in operation in the retail service department, where practical tests are made of every item manufac-

tured by the concern. No "Maid-of-Honor" product is marketed until the Richardson Corporation proves it to be right by carefully-conducted tests made at this fountain.

"Your husband is of fine old stock, isn't he, Mrs. Tinkle?"

"Yes—but he never pays any dividends!"—*Life*.

CARD WRITERS who desire to do clean-cut lettering in the most expeditious manner will be interested in the proposition of the Newton Automatic Lettering Pen Company, Dept. R, Pontiac, Mich.

Upon receipt of one dollar the company will send its "Practical Lettering Outfit," consisting of three marking and three shading pens, together with two shades of lettering ink, sample show-card in colors, complete instructions, figures and alphabets.

A complete catalogue of lettering supplies may be obtained free of charge by any druggist who writes to the Newton Company and mentions the **BULLETIN OF PHARMACY**.

FATHER (impressively): "Do you know, my son, that a single drop of nicotine would quickly kill a rabbit?"

Son: "Well, nature's fixed that all right, for rabbits don't smoke."—*Baltimore American*.



*A face powder
that will put
real profit into
your toilet goods
department.*

Pussywillow Face Powder

The price—50 cents a box—is one which will suit a big majority of your patrons. The quality cannot be improved, and is an assurance of repeat sales. The package is so handsome that it gets trade on sight.

Besides all this—Henry Tetlow Co., the manufacturers, are advertising Pussywillow in six leading magazines. These are *The Delineator*, *The Designer*, *The Woman's Magazine*, *Harper's Bazaar*, *Vogue* and *the Red Book*. Full pages in color started the campaign. Large space is being used every month. The combined circulation is over two million and a quarter.

On initial orders there is a special offer and sampling plan. Write us or ask your jobber.

Henry Tetlow Company,
Philadelphia, Pa.

Save 10% to 20%

USE A VICTOR SECTIONAL DRUG OUTFIT

Victor Drug Outfits cost you actually 10 per cent to 20 per cent *less* than similar outfits, made-to-order. Fit any size or shape of store.

Victor Outfits—shelving and prescription cases—are handsome, up-to-date, sanitary and durable. Dust-tight doors run on steel tracks and ball-bearing rollers. Illustration shows how attractive a drug store is with a Victor Sectional Outfit.

We also make show-cases, cigar-cases, wrapping counters etc. We sell through Jobbers—write to yours for our catalog.

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

BENDERSCHIED MFG. CO.

2800-2826 N. 9th St. ST. LOUIS, MO.



MOTHER: "What gives you the idea that Mr. Siffles intends to propose?"

Daughter: "He asked me if there was a mortgage on the house."—*Boston Transcript*.

REDUCING chaos to order is the purpose of McCourt label cabinets.

McCourt roll label cabinets are made in all sizes—for a few stock labels—or the very largest assortment. Each compartment holds a roll of 500 McCourt labels—alphabetically arranged. It requires only an instant to cut a desired label from the gummed roll and to stick it on a bottle or box. And the rest of the labels are kept clean—away from dirt and moisture.

To registered druggists who are not familiar with the advantages of roll labels, the manufacturers will send a roll of 500 blank shop labels with convenient cardboard cabinet for 20 cents in stamps (to cover cost of handling and mailing). The company will also send free of charge, upon request, two illustrated booklets describing McCourt cabinets and roll labels.

To take advantage of either or both of these offers address the McCourt Label Cabinet Co., 47 Bennett Street, Bradford, Pa.

"WHAT show did the musical director give you after he had heard you sing?"

"Advised me to go into moving pictures."—*Baltimore American*.

AMONG recent notable arrivals in New York commercial circles are Messrs. M. P. Gosset and B. Alexander, representing Heppells, of London and Paris, a concern with a world-wide reputation for the excellence of its products.

Heppells, who are themselves wholesale and manufacturing chemists, perfumers and toilet specialists, also control the entire output of such well-known firms as Alexis Guerin, of Moscow and London; Vladimir Smirnof, of Petrograd and London; Felix Boissard, of Paris and London; Genée Freres, of Paris and London, etc.

Heppells likewise control and are the sole manufacturers of "Heppells Fly Spray," by means of which premises can be freed from dangerous and disagreeable insect pests. Heppells also manufacture other insecticides of entirely novel and equally efficacious characters.

Messrs. Gosset and Alexander may be seen at the McAlpin Hotel, Broadway and 34th Street, New York City, or letters may be sent to them at that address.

MRS. YOUNGBRIDE (to butcher): "I've just thought of something for dinner my husband is very fond of. You have chickens?"

Butcher: "Yes'm; nice and fresh."

Mrs. Youngbride: "Well, please cut out the croquettes and I'll take them with me."—*Boston Transcript*.



CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-
powder Bottles.
Talcum Powder Tops.

Aluminum Collapsible
Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible
Tubes, Cast Metal Sprinklers, Soda
Holders, Bitter Tubes, and all
kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.

New York Office,
290 Broadway



PEERLESS BRAND

CORKS

Manufactured expressly for the

Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

"THIS apartment is not big enough to turn around in," said Mr. Groucher.

"You are not supposed to turn around in it," replied the agent icily. "We are letting apartments, not ball-rooms."—*The Householder*.

THERE is no guesswork as to the volume of business done where the Lock-Stub check system of controlling soda-fountain receipts is used.

The system quickly and permanently stops "leaks" whether from dishonesty or carelessness. It provides a clean check for every customer and, in general, puts the checking system on a modern basis.

A booklet describing the complete system and explaining some expensive irregularities likely to occur where faulty methods are employed will be sent, free of charge, upon application to the Lock-Stub Check Company, Bush Terminal, Brooklyn N. Y., or 22 Quincy Street, Chicago.

"MEN certainly do hang together," said Brown. "For instance, I have a friend who lives in a suburb where many wealthy folks live. Recently he had an automobile accident at a lonely spot on the road, where he found it impossible to reach a telephone to notify his wife.

"Now, it happened that he was happily married, very domesticated, and not accustomed to staying out at night. So at midnight his wife became very nervous.

She dispatched the following telegram to five of her husband's best friends in the city:

"Jack hasn't come home. Am worried. Is he spending the night with you?"

"Soon after this her husband arrived home and explained the cause of his delay. While he was talking a boy brought in five answers to her telegrams, all worded thus:

"Yes, Jack is spending the night with me."—*Wire World*.

THE Ambrosia Chocolate Co., Milwaukee, was the lowest bidder for supplying 40,000 pounds of cocoa for use in the United States navy and it is probable that the Milwaukee concern will be awarded the contract. The Ambrosia Company has been successful for a number of years in obtaining these contracts from the navy, due to the excellent quality of its products and the low price of its bids. Uncle Sam's sailor boys long since have discovered that Ambrosia cocoa is a most important item of their diet.

"FOILED AGAIN!" hissed the heavy villain, as he lit a fresh cigarette, "but my time will come. I shall yet turn the tables."

And the beautiful heroine stood on the canvas mountain and waved her hand. "That's easy, Gaspard. Get a job in the roundhouse."—*Film Fancies*.

Nowadays it is *Quality* That Counts.

No matter what article you buy, you want the best to be had. If you are not making use of

BURT'S DRUG BOXES

You are not securing the best in the drug box line, for it is fast becoming recognized that the Burt boxes are the standard of excellence, and the kind which most retail druggists demand.

Our line of drug boxes is carried by most all first-class wholesale and jobbing houses throughout the country. A complete line of the boxes commonly used by the drug trade can be had through them. We do not deal directly with retailers, but only through the jobbers. Insist on having the Burt boxes when you place your next order.

Samples or Catalogue Sent on Request.

F. N. BURT COMPANY, Ltd.

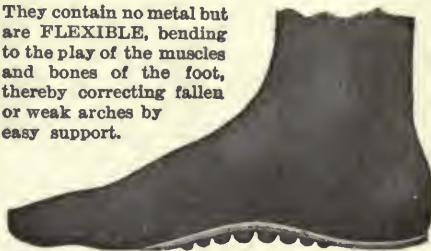
Drug Box Specialists,

BUFFALO, N. Y.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

SUNDAY-SCHOOL TEACHER: "And the father of the prodigal son fell on his neck and wept. Now, why did he weep?"

Tommy Tuffnut: "Huh! I guess you'd weep, too, if you fell on your neck."—*Life*.

NO MATTER if your store is located in a town where electricity or gas is not available, you can still have a lighting system that is bright, clean, attractive and up to date.

The "Sun" hollow wire method of burning gasoline and "Sun" semi-indirect fixtures constitute a decorative, efficient and economical lighting system that is claimed to be cheaper and better than gas, electricity, acetylene or kerosene.

Druggists who have installed the "Sun" system find that not only is their own lighting problem solved but that they also have an excellent means of demonstrating the advantages of the system to prospective buyers.

Interesting information concerning the working of the "Sun" system as well as particulars of the opportunities which its sale holds out may be obtained from the Sun Light Co., 1611 Market Street, Canton, Ohio.

THE new curate had arrived just in time to take part in the morning service of a little church in Scotland. After the service was over and rector and curate had retired to the vestry, the old gentleman suggested

that the curate should accompany him to the rectory, and together they would have a "wee nip o' Scotch."

The curate somewhat coldly replied that he was a total abstainer.

"Young mon," said the rector, "do ye no drink whusky?"

"No, sir," promptly replied the reverend gentleman.

"Humph!" grunted the rector. "Do ye eat grass?"

"No, sir, but——"

The astonished curate was cut short. "Weel," said the disgusted old scholar, "ye can gang along hoom, ye are no fit company for mon nor beast."—*The Windleer*.

*DEPENDABLE chemicals—Merck's.

There's not a jobber in the country who does not carry Merck chemicals in stock.

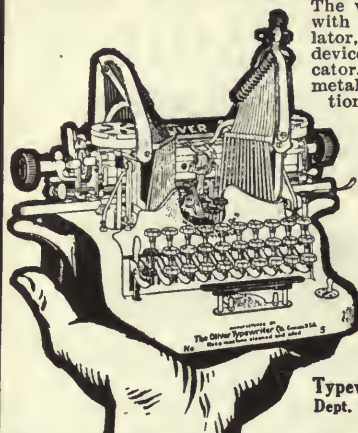
SOME years ago, when former Speaker Cannon was a plain member, he took some of his constituents to dine with him at a rather good hotel in Washington. It was in the fall and Mr. Cannon ate very heartily of that American edible, Indian corn; in fact, almost his entire dinner consisted of corn. The westerner looked at him and said: "Say, Mr. Cannon, what does it cost you to board here?"

"About \$5 a day," said Mr. Cannon.

"I'll be durned," drawled his constituent, "ef I don't think it would be cheaper fer you to board at a livery stable."—*Bagology*.

Amazing Bargain!

Every druggist needs this Genuine Standard Visible Oliver Typewriter that feeds labels and writes medical symbols.



The very latest Model 5, with back spacer, tabulator, color writing-ruling device, disappearing indicator. Nothing lacking—metal case, tools, instruction book. Life guarantee. We have sold 28,000.

FREE TRIAL

No Advance Payment
Send a little bit each month until our very small price is paid. No interest—no red tape. Mail the coupon for our amazing Bargain Offer and FREE Typewriter Book to-day. No obligation. No salesman to call and urge you to buy. Just information that benefits you. Write now!

Typewriters Dist. Syndicate
Dept. 3029, 1510 Wabash Ave.,
Chicago.

Mail This for All the Facts

Typewriters Distributing Syndicate
Dept. 3029, 1510 Wabash Ave., Chicago

Gentlemen: With the understanding that I am not purchasing anything or obligating myself in any way, you may send me your bargain offer on "Druggist's Model Oliver."

Name.....

Address.....

(320)

Ask Your
Jobber for
Prescription



CORKS



MANUFACTURED
BY

R. W. McCready
Cork Company,
CHICAGO, ILL.

OLD LADY: "I want you to change that parrot I bought from you—he doesn't speak at all, and you said he'd repeat every word he heard."

Shopman: "Yes, madam, and so he would—but you took him in such a hurry that I hadn't time to tell you he was deaf."—*Tit-Bits*.

SEVENTY-FIVE per cent profit—that is but one of the reasons why the manufacturers say druggists should stock the \$4.00 special case of Pond's Extract Company's "Vanishing Cream."

For additional reasons and full particulars address Lamont, Corliss & Company, Dept. S, 131 Hudson Street, New York City.

DEWEY, discussing the naval battle of Skagerrack, said at a Washington luncheon:

"A naval officer, to succeed, must be very quick-witted and resourceful. In fact, he must be like Hamilton Footlites.

"Ham Footlites leaned on the rail of his sea-going yacht soliloquizing about love while the blue waves rolled and heaved splendidly, each blue wave being a super under a roll of canvas.

"But the waves were here and there threadbare, and suddenly a wave ripped, and a head bobbed up in the midst of the heaving sea, and stared around in bewildered fashion.

"Ham Footlites silenced the audience's titters with one stern glance.

"Man overboard!" he yelled in stentorian tones.

"Then the super, managing to draw back his head through the hole in the wave, disappeared. Ham Footlites heaved a stormy sigh.

"Another victim seized by the relentless sea, alas!" he said."—*Detroit Free Press*.

"HOW TO MAKE SHOW CARDS" is the title of a practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks. The book is written by Charles A. Miller and is fully illustrated with diagrams, alphabets, sample signs, etc.

One dollar is the price of the book, for which sum it will be sent postpaid by the Spatula Publishing Company, 2 Sudbury Building, Boston, Mass.

PHILANTHROPIC VISITOR (to jail-bird): My friend, may I ask what brought you here?

Jail-bird: The same thing that brought you here—the desire to poke my nose into other people's business. Only I used generally to go in by way of the basement window.—*Tit-Bits*.

NITROUS-OXID-OXYGEN ANALGESIA.—Painless childbirth by means of nitrous-oxid-oxygen analgesia is a subject that is claiming the attention of many obstetricians at the present time. Physicians are finding

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

(Made in U. S. A.)

LOVE'S FRUIT TABLETS

Are
Profit
Producers
—they sell!

Druggists Everywhere
find them great
repeaters

Flavors—Lime, Wild
Cherry, Lemon, Hoar-
hound, Orange, Rasp-
berry, Chocolate, or
Assorted.

**IN 5-POUND BOTTLES
12 Bottles to the Case**

Advertising Matter Included.

Supplied through the Jobber
in convenient quantities.

F. S. Love Manufacturing Co.
Confectioners,
JOHNSTOWN, PA.



that the gaseous method of inducing anesthesia has many advantages over the schemes formerly employed.

Dentists, too, are using nitrous-oxid-oxygen analgesia for the painless extraction and filling of teeth. There is a wide field of usefulness for the combination and many practitioners are adopting its administration as a routine procedure.

Oxygen, of itself, is a valuable aid that is used extensively by physicians in the treatment of pneumonia, diphtheria, heart failure, spasmodic asthma, phthisis, croup and other conditions when respiration is interfered with seriously.

The increasing demand for nitrous oxid and oxygen gases offers the druggist an excellent opportunity to add a profitable and ethical side-line; and all who are interested should write to the Oxygen Gas Company, Traders Building, Kansas City, Mo., for information concerning the possibilities held out by the line.

The Oxygen Gas Company furnishes oxygen and nitrous oxid in containers of various sizes and also supplies all equipment needed for the handling and administration of the gases.

SHE was a sweet young bride who had already found that what looks like a nice piece of meat in the shop often seems to have gone through a private transformation scene when it arrives home.

"How is it," she inquired eagerly, when a married friend called upon her, "that you always manage to have such delicious beef?"

"It's very simple," replied the elder woman. "I first select a good, honest butcher, and then I stand by him."

"Oh, I see; you mean that you give him all your trade?" said the innocent young bride.

"No!" answered her companion, grimly. "I stand by him while he is cutting the meat."—*The Sample Bag.*

THERE'S a wide field for the sale of artist's materials and drawing and school supplies. Students taking up the various lines of work, either by attendance at professional schools or by correspondence, are in constant need of supplies; and the neighborhood drug store is the most logical and handiest place for them to turn to.

For catering to this demand Weber's supplies are the first choice of many druggists. The Weber line includes color paint boxes for amateurs and professionals; drawing instruments, in all grades, and at various prices; drawing boards; "T" squares; sets for mechanical drawing; water-proof drawing ink, etc.

Let F. Weber & Co., Philadelphia, explain the possibilities held out by the line. A postal card request will bring a price-list and other information.

"Your boy Josh keeps practicin' at golf."

"Yes," replied Farmer Cornloss. "I'm encouragin' him all I kin. Maybe he'll work up the muscles an' the proper stroke fur swingin' a scythe."—*Washington Star.*

NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular \$2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size \$8.00 Doz. Regular Size \$16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

POMPEIAN OLIVE OIL ALWAYS FRESH

DOCTORS recommend Pompeian—its merit has won the endorsement of hospitals all over the country—for Pompeian—finest quality olive oil—is *always fresh*.

¶ The enlightened purchasing public is now, at last, face to face with the fact that olive oil cannot remain sweet and pure indefinitely—as tinned vegetables. They realize that olive oil is a commodity that should be handled with the same care as dairy products.

¶ Fresh eggs, fresh butter, sweet milk—and Pompeian Olive Oil—the up-to-date housewife places them in the same category. For the Pompeian Company—proud of its product and solicitous for the welfare of its consumers—jealously protects the sweetness of Pompeian Olive Oil.

Write for our book of selected salad recipes mailed free to any address

FULL MEASURE TINS

Gallons Half-Gallons

Quarts Pints Half-Pints

THE POMPEIAN COMPANY
GENOA, ITALY BALTIMORE, U. S. A.

THE STANDARD IMPORTED OLIVE OIL

LAWYER: "Have you been tried for speeding before?"

Motorist: "Uh-huh! Forty or fifty times!"

Lawyer: "Um—that looks bad. You must be about broke!"—*Puck*.

THE typewriter that is found in the average drug store serves a multitude of purposes. In a single day it may have to be used for writing letters, telegrams, checks and labels; for cutting stencils; for addressing envelopes; for filling out index cards; and for making out invoices.

To do these many things in the shortest possible time the machine must have certain mechanical conveniences for quickly changing from one class of work to another.

The L. C. Smith & Bros. typewriter possesses these necessary devices. It is so constructed that it enables the operator to do more work and a greater variety of work.

To familiarize druggists with the advantages claimed for the machine, the L. C. Smith & Bros. Typewriter Co., Syracuse, N. Y., offers to send free of charge a catalogue describing its "Silent Smith" Model 8, in which 50 to 75 per cent of the ordinary typewriter noise is eliminated.

"Poe left only one or two unpublished poems."

"I excel there anyhow," said Rhymster. "What a bunch I'll leave."—*Louisville Courier-Journal*.

WHILE Jane, the new maid, was taking her first lesson on arranging the dining table, some one in the basement kitchen put something upon the dumb waiter below.

"What's that noise?" asked Jane quickly.

"Why, that's the dumb waiter," responded the mistress.

"Well," said Jane, "he's a-scratchin' to git out!"—*Erie Gazette*.

TWO CENTS a gallon is all that it costs to produce chemically pure distilled water by means of the Stokes automatic water still.

If you are paying more, why not write to the F. J. Stokes Machine Company, Philadelphia, Pa., and ask for detailed information concerning the practicability of water stills for drug-store use? The price of the Stokes still, ready for use, is only \$18.

EMERSON HOUGH was condemning a pessimistic novelist noted in Europe.

"This dub," he said, "gives a cynical, black meaning to the most innocent and harmless things.

"I met him once at a dinner in Paris.

"'Faint heart,' I happened to say, 'never won fair lady.'

"'Oh, I don't know, Mr. Hough,' he sneered. 'Don't most men get married because they haven't got the courage to back out?'"—*Ida Tribune*.

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF
**MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS**

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

Every Quincy
Special is a
MAGNET for
drawing trade



Show Cases
or
Show Cases

How about yours?

Quincy Show Case Works
Quincy, Ill.

"HERE'S something for Burbank to try his hand on," said Smith, hopefully.

"What's that?" asked a neighbor.

"Training a Christmas tree to sprout its own presents."—OMER ILIFF, in the *Woman's Home Companion*.

AS A means of cashing in on the big newspaper campaign now being conducted in behalf of Nujol, many dealers are running Nujol ads. of their own right beside the big illustrated displays which will appear until next March in the newspapers of the larger cities.

Plates and copy to be run over the druggist's own signature may be obtained free of charge.

To secure them all that is necessary to do is to mail the coupon appearing in the advertisement, elsewhere in this issue, of the Standard Oil Company, Bayonne, N. J.

In addition, mailers of the coupon will receive a Nujol window display and a supply of Nujol folders for counter distribution. Using the material will help materially in cashing in on the national publicity.

"THE fashions for women are getting more youthful every year," commented one man.

"Does that meet with your disapproval?"

"Not a bit. If it goes on this way a few seasons more, my wife will be willing to give up her automobile and ride in a baby carriage."—*Washington Star*.

CORPORAL: "Now, you've got to patrol these lines, see that the horses don't get loose, and look after them generally."

Rookie (whose knowledge of horses is limited): "And what time am I to wake the horses in the morning?"—*Boston Transcript*.

"THEY say that divorces are multiplying."

"That's odd. I thought their function was to divide."—*Boston Transcript*.

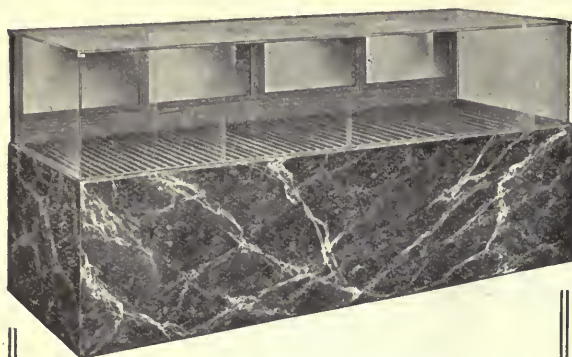
UNLIKE German silver, in which the silver is conspicuous by its absence, peroxide soaps, creams and dentifrices can be made which really contain available oxygen. That is, they can be made if the proper per-salts are incorporated.

What these per-salts should be, as well as information concerning their incorporation and price, may be obtained from the R. & H. Chemical Co., 100 William Street, New York City.

Better write to the company to-day if you are experiencing difficulty in producing peroxide preparations true to label.

"Is YOUR husband fond of his work?"

"Very. Especially on the nights any members of my family are coming to spend the evening."—*Detroit Free Press*.



Increasing Sales and Profits.

NEW WAY store equipment is overcoming the problems—and *increasing sales and profits* for hundreds of modern drug stores—and it will do the same for you.

The line is completely and interestingly covered in our new catalogue "D"—which is now ready. Send for *your* copy to-day.

GRAND RAPIDS SHOW CASE CO.

Largest Manufacturers of Store Furniture in the World.

GRAND RAPIDS, MICHIGAN.

Branch Factory: LUTKE MFG. CO., Portland, Ore.

OFFICES AND SHOW ROOMS:

NEW YORK, 724 Broadway.	CHICAGO, 316-18 W. Jackson Blvd.	ST. PAUL, 315 Jackson St.
ST. LOUIS, 1134 Washington Ave.	PITTSBURGH, 928 Penn Ave.	DALLAS, 409 Scollard Bldg.
BOSTON, Room 305 Harvey Building, Corner Chauncey and Bedford Sts. Boston, Mass.		

All About The Harrison Law

We have just printed a booklet entitled "Observing the Harrison Law." What the druggist must do to conform to the act and the rulings is made very clear. Every point is covered in detail. Troublesome questions are clearly explained. Everything is carefully classified and indexed so that one may turn quickly to any phase of the subject that he is particularly interested in. Sent for 25 cents, post-paid.

E. G. SWIFT,

P. O. Box 484.

Detroit, Mich.

FRIEND: "Will your salary be paid just the same, Rastus, now that you are going to war?"

Rastus: "Well, my wife'll keep right on workin' if dat's what yo' mean."—*Judge*.

DISPLAY SPACE will be at a premium for the next few weeks and also during the period following the holidays when special sales are in order.

Have you the facilities for showing your merchandise to the best advantage?

Yesbera aisle tables, a few of them properly placed, will go a long way toward affording the extra space needed in which to exhibit seasonable goods in the best possible manner. The tables are inexpensive; they come in a large variety of styles and sizes; and they may be used for years to come.

Yesbera aisle tables are products of the Yesbera Mfg. Co., 2278 Albion Street, Toledo, O., which concern will send an illustrated and descriptive catalogue upon application. The company also manufactures show-cases, wall-cases, stools and other fixtures, and will be pleased to send on request catalogues describing any of its products.

CALLER: "That new girl of yours seems nice and quiet."

Hostess: "Oh, very quiet. She doesn't even disturb the dust when she's cleaning the room."—*Boston Transcript*.

MRS. WILLIS: "Wake up, John! Wake up!"

Mr. Willis: "What's the matter?"

Mrs. Willis: "I hear a harsh, grating noise. I think some one is trying the door."

Mr. Willis: "Nonsense. It's some rat trying that cake you made to-day."—*Life*.

OVER ten million Ripans Tabules have been sold in a single month—one of the reasons why the manufacturers say that druggists should buy Ripans in quantity lots and secure the discount.

A discount of 5 per cent is allowed on all orders for gross lots of the 5-cent size and on \$6 lots assorted. Prices to the trade are: 40 cents a dozen for the 5-cent packages; \$2.00 a dozen for the 25-cent packages; and \$4.80 a dozen for the 60-cent family boxes.

Ripans Tabules are manufactured by the Ripans Chemical Company, 10 Spruce Street, New York City, and are sold by jobbers everywhere.

HE GAZED into her eyes. "Edna," he said softly, "I should have some one to look after my shirts; to sew the buttons on"—

Edna, eagerly: "Yes, yes; go on."

—"And to mend my socks, and—and—"

Edna: "Say it, Richard."

Richard, swallowing hard: "Ca—can you recommend a good laundry?"—*Bunte Booster*.

A Positive Guarantee

"Complete satisfaction or your money back" goes with every package of the old standard family cough remedy.

PINEX

"As Staple as Quinine"

This old, strong company stands behind you on this guarantee for the full retail price. No lost profits. We have never quibbled nor side-stepped.

Stronger advertising than ever for this season.

The Pinex Company,
Fort Wayne, Ind.

B-D

TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

DID YOU meet any nice men while you were away?"
"Yes mother. Lots of them."
"Lots of them! There aren't that many in the whole world."—*Detroit Free Press.*

BUFFALO COLLEGE OF PHARMACY NEWS.—The thirty-first annual course of instruction was opened by this college in October with a record attendance of one hundred and eighty-four students. Of this number 119 are taking the two-year pharmacy course and 65 are studying in the three-year analytical chemistry course.

On October 25 the annual "Get Acquainted" freshman excursion was given to Niagara Falls, where some of the industrial plants were inspected. Many times on the street, but especially in the hotel dining room, after dinner, the "Buffalo" yell was heard frequently and emphatically.

Two new teachers have been added to the staff this fall. Willis G. Hickman, LL.B., will give the instruction in pharmaceutical jurisprudence, and Professor D. B. Lockner will initiate the freshmen in the mysteries of pharmaceutical Latin.

"MARIA, you'll never be able to drive that nail with a flat-iron. For heaven's sakes use your head," admonished Mr. Stubkins. And then he wondered why she would not speak to him the rest of the day.—*Puck.*

AUNT: "Why didn't you scream when he kissed you?"

Niece: "He threatened me."

Aunt: "Threatened you?"

Niece: "Yes; he said if I did he'd never kiss me again."—*Boston Transcript*

"As a Saturday 'Candy Special' I find a windowful of Love's Fruit Tablet jars with their vari-colored contents is sure to attract attention that results in many sales," says the manager of a large Detroit drug store.

Isn't there a suggestion in this for you?

Love's Fruit Tablets are packed five pounds to the bottle in the following flavors: lime, wild cherry, lemon, hoarhound, orange, raspberry, chocolate and assorted. They may be obtained through jobbers in convenient quantities.

Prices to the trade will be quoted upon application to the F. S. Love Manufacturing Co., Johnstown, Pa.

AT A military church-service during the South-African war some recruits were listening to the chaplain in church saying: "Let them slay the Boers as Joshua smote the Egyptians," when a recruit whispered to a companion:

"Say, Bill, the old bloke is a bit off; doesn't he know it was Kitchener who swiped the Egyptians?"—*Tit-Bits.*



Are You Saving Your Waste Paper?

The U. S. Department of Commerce urges everybody to save every pound of waste paper.

Never in the history of this country has there been such a shortage of waste paper as at the present time.

Never before have the paper mills paid such enormous prices as now.

With prices ranging from \$13.50 to \$90.00 per ton, a paper baler becomes a necessity in every place of business.

Let us tell you all about our Domestic baler at \$10.50 and our Gem baler at \$13.50 by sending for catalogue No. 42.

Over 50,000 in daily use in the U. S. and Foreign Countries.

THE GEM MFG. CO.,

Bascom, Ohio.



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. It is easy to do Rapid, Clean-Cut Lettering with our Improved Lettering Pens. Practical Lettering Outfit consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card

(in colors), complete instructions, figures and alphabets prepaid at the special introductory price of \$1.00. **DRUGGISTS' AND DISPENSERS' PRACTICAL SHOW CARD INSTRUCTOR.**—This book is 6x9½ in size and contains 144 pages. It is a practical treatise on Pen and Brush lettering, illustrating a large variety of practical Alphabets, Price Tickets, and Lettered Show Cards especially adapted to the Drug Trade, Prepaid \$1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC LETTERING PEN COMPANY, DEPARTMENT R, PONTIAC, MICHIGAN, U. S. A.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York



"HAS YOUR son selected any special calling?"
"Sure he has. He's got a good job at a theatre as a megaphone automobile announcer."—*Baltimore American*.

"It SAYS here that a Russian count has a deer park that covers 25,000 acres," remarked the Old Fogey, as he glanced up from his newspaper.

"Gee," exclaimed the Grouch, "he must have a lot of doe."—*Warton Review*.

YOUR women customers are constantly having their attention called to Tetlow's Pussywillow Face Powder. Large-space advertising, some of it in colors, in the six leading magazines for women, is doing it.

Pussywillow Face Powder sells at the popular price of 50 cents a box and it is packed in an exceedingly attractive package that is a big factor in inducing sales.

On initial orders there is a special offer and sampling plan, particulars of which may be obtained from your jobber or from the Henry Tetlow Company, Philadelphia, Pa.

"Do you believe in preparedness?" we asked.

"Yes, indeed," replied the sweet young thing. "Every Wednesday I send my little brother to the movies."—*Weekly Film News*.

"HE has a very rare disease."

"That so? What is it?"

Something brought on by overwork."—*Dallas News*.

OF particular interest to physicians is the fact that Liquid Petrolatum, Squibb, is possessed of an exceptionally high natural viscosity. High viscosity in a mineral oil for internal administration is of paramount importance, because true viscosity is the chief index of lubricating power.

Liquid Petrolatum, Squibb, is a pure, colorless, odorless and tasteless mineral oil, consisting of hydrocarbons of the naphthene series and exceeding the requirements of the U. S. P. It has the high specific gravity of 0.886 to 0.892 at 15° C., and 0.881 to 0.887 at 25° C.

Liquid Petrolatum, Squibb, is sold only in pint bottles under the Squibb label and guaranty. Trade prices and complete particulars will be furnished by E. R. Squibb & Sons, New York City.

TEDDY (after the missionary sermon): "Mother, did the minister really mean that those black people don't wear clothes?"

Mother: "Yes, it's quite true."

Teddy: "Then why did dad put a button in the collection plate?"—*The Tattler*.



Paying Side-Lines for Druggists

A line of color paint boxes for amateurs and professionals. All grades—all prices drawing instruments. Boards, "T" Squares. Sets for Mechanical Drawing. Waterproof Drawing Ink.

F. WEBER & CO., Main Office and Factory, **PHILADELPHIA, PA.**

Manufacturers—Importers, Artists' Materials, Drawing and School Supplies.

BRANCHES: St. Louis, Mo., Baltimore, Md.

Catalogue on Request.



"Merck's for prescriptions"



"WHY is that pig always trying to get into my room?" inquired the summer boarder. "Do you think he has taken a fancy to me?"

"It's his room during the winter," whispered the hired man cautiously.—*Kansas City Journal*.

DRUG BOXES of the kind that indicate to the customer the excellence of the merchandise contained in them—"quality" boxes, in short—constitute the line manufactured by the F. N. Burt Company, Ltd., Buffalo, N. Y.

Burt boxes are not sold direct, but may be obtained from almost any wholesaler or jobbing house in the country. To obtain them it is necessary simply to specify "Burt boxes" when placing an order.

Any druggist who is not familiar with the line may secure samples or a catalogue by writing direct to the company.

A HUNGRY customer seated himself at a table in a quick-lunch restaurant and ordered a chicken pie. When it was served, he raised the cover and sat staring at the contents. Finally, he called the waiter.

"Look here, Sam," he said, "what did I order?"

"Chicken pie, sah."

"And what have you brought me?"

"Chicken pie, sah."

"Chicken pie? You black rascal! Chicken pie?"

Why, there's not a piece of chicken in it, and there never was."

"Dat's right, boss—dey ain't no chicken in it."

"Then why do you call it chicken pie? I never heard of such a thing!"

"Dat's right, boss. Dey don't have to be no chicken in a chicken pie. Dey ain't no dog in a dog biscuit, is dey?"—*Bagology*.

"SPUGS"—members of the Society for the Prevention of Useless Giving—will appreciate having their attention called to the Whitall Tatum "Special" water-bottle as a useful article for Christmas giving.

As a sensible gift the "Special" is eminently satisfactory. It is practical, and is guaranteed to give service for a period of not less than two years.

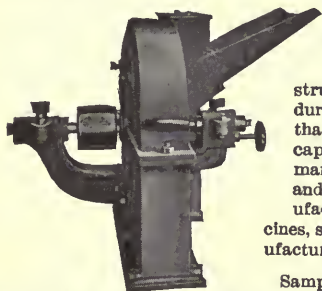
Why not bring Whitall Tatum "Special" bottles to the front during the holiday season? If your stock is low, the Whitall Tatum Company, 410-416 Race Street, Philadelphia, will fill a rush order.

"ARE ye sure ye love me?" sighed the buxom widow, as she paused in her wringing.

The man vowed he did.

For a few minutes there was silence as the widow continued her labor. Then suddenly she raised her head, and asked:

"You ain't lost yer job, 'ave yer?"—*Tit-Bits*.

DIGALEN**PANTOPON
THIGENOL****THIOLCOL Tablets, Syrup
SCOPOLAMINE STABLE***freely available***AT THE SAME PRICE** *as before the war***The Hoffmann-LaRoche Chemical Works,****NEW YORK.****DRUG MILLS**Front View No. 1 MEAD MILL
(smallest size)

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

MEAD & CO., 20th St. and M. C. R. R.
DETROIT, MICH.**IF YOU WOULD
EARN MORE,
YOU MUST
LEARN MORE.**

Retailers, wholesalers and chemical laboratories are constantly looking for bright men to add to their pay roll. These positions are open from the Atlantic to the Pacific. If you would secure one of them in the pharmaceutical line, it is necessary for you to have a pharmaceutical education. The course offered by THE PRACTICAL DRUGGIST INSTITUTE is one you take at your home. You do not give up work, as the entire time on the course can be done at night.

This Institute has been established for more than eighteen years, and has graduated students in every state in the Union and a number of foreign countries. If you intend taking the State Board examinations, our course is the best quiz offered.

A sample lesson and full particulars sent on request at no expense to you.

Address **THE PRACTICAL DRUGGIST INSTITUTE,**
53 Gold Street, New York.

A 300-POUND man stood gazing longingly at the nice things displayed in a haberdasher's window for a marked-down sale. A friend stopped to inquire if he was thinking of buying shirts or pajamas.

"Gosh, no!" replied the fat man wistfully. "The only thing that fits me ready-made is a handkerchief." *Harper's Magazine.*

"Isn't what they call 'the approach' an important consideration in golf?"

"Very important. You've got to have the kind of a job that will permit you to approach the golf links early in the afternoon."—*Washington Star.*

MRS. ELMA C. MENNEN, president of the Gerhard Mennen Chemical Company, and widow of the founder of the business, died at Newark, N. J., on October 25. She is survived by a son, William G. Mennen, and a daughter, Mrs. H. P. Williams, of Detroit.

EXIT RUTH.

RUTH rode in my new cycle-car

In the seat in back of me;

I took a bump at fifty-four—

And drove on Ruthlessly.—*Liquid Bottle.*

HELTER: "Our two-year-old boy baby throws every book he can lay his hands on straight into the fire."

Skelter: "Man alive! You've bred a wizard of finance."—*Life.*

PROFESSOR: "Can you tell me what will happen to gold when it is left uncovered in the air?"

Student: "It will disappear."—*The Youth's Companion.*

ALL-PLATE-GLASS SHOW-CASES that attract attention to the merchandise displayed and that impel sales because attention is so easily gained are featured in the catalogue issued by the Saginaw Show Case Co., Saginaw, Mich.

The company will forward on request a catalogue and quote prices—either on single show-cases or on complete store equipments.

"You are charged," said the magistrate severely, "with being in a state of beastly intoxication, aren't you? What is your name?"

"Ma name, yer honourrrr," replied the abject object, in a voice laden with spirits and accent, "is Angus Allan McPherson Fergus MacLean!"

"And who bought you the whisky?" demanded the magistrate sternly.—*Romany News.*

HIGGINS'

Drawing Inks
 Eternal Writing Ink
 Engrossing Ink
 Taurine Mucilage
 Photo Mounter Paste
 Drawing Board Paste
 Liquid Paste
 Office Paste
 Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives

Emanipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London.

271 Ninth Street,

Brooklyn, N. Y.

RIPANS

For Indigestion, Constipation
 and to regulate the Stomach
 and Bowels. Ten millions of
 Ripans Tabules have been sold in a single month.

ORDER OF YOUR JOBBER

Ripans Tabules, 5c.....doz. \$0.40

25c. (choc.-coat.).....doz. 2.00

60c. (family).....doz. 4.80

Gross lots 5c. size, or \$6 lots assorted,
 5 per cent. discount.



THE RIPANS CHEMICAL COMPANY,

No. 10 Spruce St., New York.



THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only
 where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness.
 It provides a clean check for the customer—no more sticky and slimy checks.

Throw out your celluloid checks and other antiquated checking systems and put your
 checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and
 how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y.

THE LOCK-STUB CHECK COMPANY,

22 Quincy St., Chicago.



POND'S EXTRACT COMPANY'S

"VANISHING CREAM"

THE BEST toilet cream on the market
 and the best one for the dealer to handle

Write for particulars of our \$4.00 Special
 Case **NETTING 75 PER CENT PROFIT**

LAMONT, CORLISS & COMPANY, Selling Agents
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"Old Brassey keeps up his golf talk all the year round."

"Why, he plays only from April to November."

"I know; but he runs a balky furnace from November to April."—*Judge*.

"WINDOW DISPLAYS FOR DRUGGISTS" is now in the third edition—a convincing proof of its practicability and usefulness for retail druggists.

The book contains clear-cut photographic reproductions and painstaking descriptions of 115 easy-to-duplicate window displays. The displays are all practical ones, the trade-pulling powers of which have been proved by trial.

Calendars suggesting articles for display every week of the year, a collection of money-getting slogans for show-card use, and many other helps to enable you to get the best returns from your window space are also included in the book.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send you the volume, post-paid, for \$1.00.

"You keep a joint bank account with your wife, do you not?"

"Yes; I deposit the money and she draws it out."—*Cleveland Dealer*.

THE kindergarten had been studying the wind all week—its power, effects, etc.—until the subject had been pretty well exhausted. To stimulate interest, the kindergartner said, in her most enthusiastic manner: "Children, as I came to school to-day in the trolley-car, the door opened and something came softly in and kissed me on the cheek. What do you think it was?"

And the children joyfully answered, "The conductor!"—*Harper's Magazine*.

"ROBERTSON FRUIT TABLETS keep indefinitely, but sell so readily after once tried that their keeping properties are rarely tested," say the manufacturers.

If you want to learn of the possibilities that the selling of fruit tablets holds out to you, write to the Robertson Candy Company, New York City, for information and prices.

DINGLEBATZ: "A scientist has invented what he calls a 'muck-ray' machine that seems destined to fill a long-felt want."

Snicklefritz: "What is its object?"

Dinglebatz: "It will enable the people to see how a candidate can spend \$10,000 in getting himself elected to a \$1,500 office, and yet grow rich on the deal."—*Indianapolis Star*.



OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

Antiseptic Cleansing and Healing

It can be lightly applied to open cuts and wounds, and to cool burns, and well rubbed in for sprains, strains and bruises.

Made and Used Since '46

One of the oldest prescriptions on the market, having been compounded for probably at least a century.

All Jobbers or from

G. C. HANFORD MFG. CO.

Syracuse, N. Y.



Will you give one family

A
**MERRY
XMAS
DINNER?**

We are but your agents—you are the host.

300,000 poor people cheered last Xmas in the U. S. by The Salvation Army.

Help us in this way to get close to these people. Give them at least one happy day in the year.



\$2.00 Feeds a Family of Five

Send Donations to Commander Miss Booth

118 West Fourteenth Street, New York City

Western Dept., Comm. Estill, 105 N. Dearborn St., Chicago

AN ABSTERGENT FOR MUCOUS MEMBRANE

ALKALOL

8-oz. \$4.00 per Doz.

16-oz. \$6.75 " "

ALKALOL COMPANY, - Taunton, Mass.

Catnip Ball For Sale Everywhere.



Trade Mark
Pat. Reg. U.S. Pat. Off.

**AMUSING
and an Exerciser.**

A Toy for Cats, in a box of Catnip, beneficial to the health of any cat or kitten. Cats can't let it alone. Will last for years. On sale at most Drug, Bird or Toy Counters.

DR. A. C. DANIELS, Inc., Boston, Mass.

Manufacturers of Horse, Dog and Cat Remedies.

"My face is my fortune," said the girl with the dazzling complexion.

"Permit me," replied Mr. Dustin Stax, "to extend the compliments of a self-made man to a self-made woman."—*Washington Star*.

INTERESTING CUSTOMERS IN SANITARY SERVICE.—To acquaint customers with the merits of Vortex sanitary paper cups and dishes, the Owl Drug Store, of Nogales, Arizona, recently conducted a poem-writing contest. Prizes of \$2.50 each were offered for the two best rhymes dealing with the advantages of Vortex service.

The winning entry, submitted by a woman, was as follows:

Are you strong for sanitation?
When you drink your mild libation,
You will relish it much more,
If it's served in "Vortex" glasses,
Made expressly for the masses.
Ice cream, too, in "Vortex" dishes,
Will come up to all your wishes,
At the famous Owl Drug Store.

The \$2.50 prize for men contestants went to the author of the following:

'ere with my sanitary dish I sit,
While silver "Vortex" glasses click.
What harm in sodas can there be,
Since health and service so well agree?

According to the proprietors of the Owl Drug Store, the contest did much to stimulate an interest in sanitary service and to press home the fact that at the Owl fountain "every glass is a clean glass."

Vortex cups and dishes are manufactured by the Vortex Manufacturing Company, Chicago, Ill.

MRS. GREEN: "They seem to think the war will be over very soon now, Mrs. 'Arris."

Mrs. Harris: "I shouldn't be surprised, Mrs. Green; twenty-five shillings a week and me 'usband away—I always said it was too good to last."—*The Sketch*.

"E PLURIBUS UNUM!" cheered Ed. Hicks as his favorite pony crossed the line.

"I don't get you," said a disgruntled person.

"Such ignorance! He won out of many, didn't he?" explained the cultured one.—*Puck*.



WADE'S BUSINESS STIMULATOR

DRUGGISTS are boosting their sales enormously by giving my aquariums away Free with each 50-cent purchase and getting their money back from the sales of fish food.

Comb. E.—144 24-oz. fish globes, 288 med. gold fish, 144 boxes 10c fish food, dip net and plant, **\$19.60**
Comb. B.—72 quart fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant, **\$11.00**
Comb. C.—72 ½ gal. fish globes, 144 med. gold fish, 72 boxes 10c fish food, dip net and plant, **\$14.40**
Comb. A.—144 pint fish globes, 288 small gold fish, 144 boxes 10c fish food, dip net and plant, **\$16.40**

We give 25 EXTRA fish if cash accompanies order. Try Comb. E, the biggest globe and fish value ever offered to the trade. Globes by Freight. Fish by Express. F. O. B. Toledo, Ohio.

J. J. WADE & CO., TOLEDO, OHIO.



ESTABLISHED 1887 THE "WALKEASY" ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED

GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

PARK ORATOR: "My friends, if each of us were to turn and look ourselves squarely in the face what should we each find we needed most?"

A Voice from the Crowd: "An india-rubber neck, mister."—*New York Times*.

THE AMERICAN DRUGGIST.—With the possible exception of the grocer and the meat dealer, there is none who occupies a more prominent and important position in our community and business activity than does the American druggist. Many towns are so stunted that they have to get along without an editor and some other agencies of progress and uplift, but it is indeed a small place that does not have a druggist.

The American retail druggist is *sui generis*. Travel the world over and you will encounter his like nowhere. Europe and other civilized places have their chemist and apothecary shops, which are dreary places compared with the corner drug store that is an attractive center of business and social intercourse in every populous American neighborhood. The druggist in most foreign lands is looked upon as necessary but to be patronized only in an emergency. He has no soda fountain, no free telephone, none of the other allurements that draw the healthy along with the ill to his place of business.

The retail druggist in this country has made himself indispensable by his enterprise and foresight in ministering to the requirements of those in his vicinity. He has been progressive and aggressive. He has sugar-coated the pill, has put our castor oil in capsules, given us plasters that will come off—maybe—and done a thousand and one other little services for ailing humanity. He has earned the prosperity and approval that are his. Indianapolis is pleased to be his host and voices the sentiment of appreciative patrons in all parts of the country when it wishes him continued and increased success.—*Indianapolis Star*.

HUBBY: "Hubbs is no kind of an umpire. He's no judge of fouls."

Wife: "Why hubby, I'm surprised to hear you say so, when he raises the best fancy chickens in the neighborhood."—*Baltimore American*.

Mice Make Money!



Write for Gross
Lot Prices.

Catnip Mice in the Pohlson Packages—real selling helps—are no longer experiments but staples in drug and stationery stores as well as in Gift Shops and Departments. Two lifelike mice—stuffed with the catnip that every cat needs occasionally—come in each dainty box. Mice are in tissue envelopes.

POHLSON GALLERIES, 307 Bank Building, PAWTUCKET, R. I.

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We have several attractive propositions under "Specialty" names. Write us for particulars

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THE BARNSTEAD STILL

MAKES CHEMICALLY
PURE WATER.



THE DRUGGIST'S STILL

Capacity One Gallon per Hour
Nickel-plated, - - - - - \$28.00

THE DRUGGIST JUNIOR

Capacity One-half Gallon
Copper finish - - - - - \$17.00
Nickel finish - - - - - \$18.00

WRITE FOR INFORMATION

BARNSTEAD WATER STILL CO. 51 CHARDON ST. BOSTON, MASS.

Zirato

\$2.00 \$4.00 \$8.00 Per Doz.

Sal Hepatica

\$2.00 \$4.00 \$8.00 Per Doz.

Gastrogen Tablets

\$4.00 \$24.00 Per Doz.

All Jobbers

BRISTOL-MYERS CO. NEW YORK

NOISE *and* WEAR Go HAND *in* HAND

Whenever you hear Noise, be sure that Wear is close by.

The "Silent Smith" has dealt a telling blow to typewriter Noise and typewriter Wear.

If you want to learn how we have succeeded in producing a writing machine that eliminates 50 to 75 per cent of the usual typewriter racket, write for free booklet, "The Silent Smith."

L. C. SMITH & BROS. TYPEWRITER CO.

Factory and Home Office, SYRACUSE, N. Y.

Branches in all principal cities.



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**STORES, FIXTURES AND APPARATUS FOR SALE,
HELP WANTED, SITUATIONS WANTED,
BUSINESS AND PROFESSIONAL CHANCES, ETC.**

Rates.—25 words or less (one insertion), \$1.00; each additional word, 3 cents; *cash with order*. Copy should reach us before the 25th of the month to insure insertion in the next month's issue.

THE BULLETIN OF PHARMACY, Detroit, Mich.

SALESMEN WANTED

Experienced Soda Fountain salesmen for exclusive territories. State territory preferred and furnish references as to previous experience.

Permanent and lucrative positions open to competent and ambitious salesmen.

Address: Sales Manager

American Soda Fountain Co.

282 Congress St., Boston, Mass.

FOR SALE.—One of the best paying drug stores in the best city in Alabama; a money-maker; annual sales nearly \$35,000; good lease; clean stock and fixtures. Good reason for selling. Will take \$10,000 cash. No trade. Bargain hunters save postage. Address L. M., care BULLETIN OF PHARMACY. 12

FOR SALE.—Corner store, drugs and groceries; best town of 1000, northwest Ohio; excellent farming community. Invoice about \$800. Clean stock. Full particulars upon request. Address Onweller & Onweller, Fayette, Ohio. 12

FOR SALE.—New up-to-date drug store doing good paying business. Will discount 15 per cent for cash. J. E. Gruben, 1001 West 7th St, Little Rock, Ark. 12

FOR SALE.—Rexall store, net profits from \$3000 to \$4000. Reason: owner wishes to engage in other business. Address "Phenacetine," care BULLETIN OF PHARMACY. 12

WANTED.—By first-class, all-around, alive and efficient pharmacist, position with opportunity for advancement. Young, married, sober, and energetic. Gilt-edge references. Seven years' practical experience. Address "Business," care BULLETIN OF PHARMACY. 12

I WANT TO BUY a good drug store. Owners of only good stores need answer this ad. Address No. 999, care BULLETIN OF PHARMACY. 12

DRUGGIST WANTED.—Indiana, twenty miles from Chicago. Must speak Polish or some other Slavish language besides English. Address "Indiana," care BULLETIN OF PHARMACY. 12

FOR SALE.—Good paying drug store in factory town of 5000. A real bargain if sold soon; \$3000 cash, balance easy. Address "B2," care BULLETIN OF PHARMACY. 12

FOR SALE.—Established well-paying drug business in southeastern Iowa town of 1200. Rexall, kodak, and Columbia agencies. Soda fountain. Owner wishes to retire. Price \$7000, or invoice. Good location, modern building, hot-water heat. Address G. E. S., care BULLETIN OF PHARMACY. 12

SPECIAL ATTENTION.—If you want to sell your drug store or buy one in any State, or want any kind of position, or need any kind of an employee, or need a doctor, dentist, or veterinarian, write F. V. Kniest, R.P., Bee Bldg., Omaha, Nebr. Estab. 1904. 11

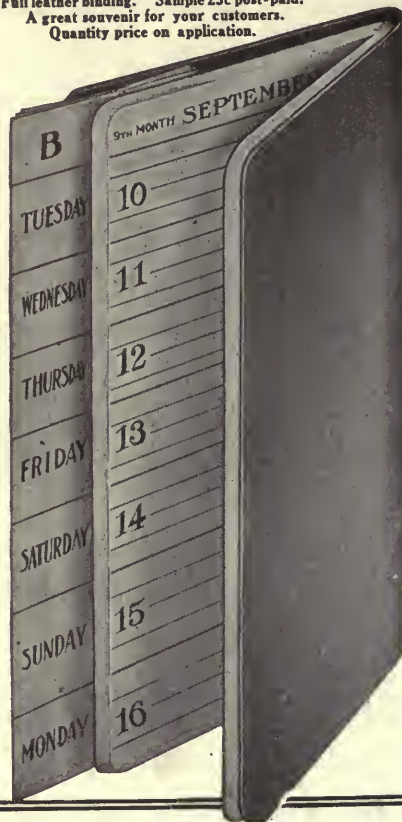
WANTED.—Lady graduate pharmacist. Registered or qualified to reciprocate with Florida Board. State experience, age, salary expected. J. D. Stuart, M.D., 203-4-5 Townley Bldg., Miami, Fla. 11

FOR SALE.—Drug-store outfit, including wall-fixtures, show-cases, and soda fountain. Cleveland Store Fixture Co., 4059 St. Clair Ave., Cleveland, Ohio. 9

WANTED.—To hear from owner of good drug store for sale. State cash price and description. D. F. Bush, Minneapolis, Minn. 9

WANTED.—Buyer for a small drug store in Bradford County, Pa. Steadily increasing business. Up-to-date stock. Progressive community. Eastman agency. Phelps Pharmacy East Smithfield, Pa. 8

Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.



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Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

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Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer, mechanic and everybody desiring records of daily events.

GEO. SEELMAN & SONS CO.,

LEATHER ADVERTISING SPECIALTIES,
MILWAUKEE, WIS.



ATTENTION!!—Mr. Druggist or Mr. Dealer,
Don't DREAM of Big Profits, GET Them—Secure the
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If you have any idea of doing a little advertising in a modest, refined and dignified way, just present a few of these prescription cases, an exact copy of which is reproduced above, to your medical friends. Have your name card or trade mark or the individual name of the recipient stamped on the case in gold. The medical man's trade is the trade you want to keep. This is a good way to keep it. Not only because you have presented him with something that he will find invaluable for its convenient features, but also due to the fact that the article will constantly remind him of the commodities that you have at your disposal.

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GEO. SEELMAN & SONS CO.

Leather Advertising Specialties,
MILWAUKEE, - - - WIS.



Physician's
Prescription
Case

Genuine
Seal Grain
Leather

Price \$1.00—25%
Discount to Drug-
gists. Special prices
on quantities. Your
card in gold, 50c.
Doctor's name, 15c. Post
paid on receipt of price.



